



THE JAPAN FOUNDATION

2007

ANNUAL REPORT

President's Message



Ogoura Kazuo, President
The Japan Foundation

In the five years since it was granted the status of an independent administrative institution, the Japan Foundation has focused its efforts on carrying out effective projects in line with the spirit of the times.

First of all, the Japan Foundation has enhanced its projects aimed at Japanese-language education overseas. The Japanese-Language Proficiency Test, which is carried out at the same time across the whole world, now has some 530,000 examinees. To date, the test has been held once a year, but starting in 2009 it is to be held twice a year. In addition, the Japan Foundation is aiming to improve the services it offers over the Internet and has set up the Center for Japanese-Language Testing. It has also embarked on the construction of a network linking Japanese-language education centers around the world.

Next, the Japan Foundation has enhanced its system of assistance for Japanese studies overseas. In order to ensure that the limited funds are used effectively, a research institution in each country has been designated as the base for that country, and this becomes the focus for assistance. The Japan Foundation has also worked to build up networks of researchers.

In the fields of arts exchange and intellectual exchange, the Japan Foundation is working to establish the new concept of cultural exchange

for peace building. The Foundation has already undertaken cultural exchange projects that comfort children traumatized by conflict and a project to invite young people from regions that have been affected by conflict to Hiroshima to help them reflect deeply on the meaning of peace. In order to further develop the concept, the Japan Foundation established a joint research center together with Aoyama Gakuin University in April 2008.

The Japan Foundation is thus working proactively to carry out projects that meet the demands of a new age. At the same time, given the harsh situation of the Japanese economy, the Foundation has also made great efforts to economize and to optimize its operations. The relocation of our headquarters is just one example of the Foundation's efforts to economize. The Foundation has also strengthened its flexible fund management policy, thus increasing its income.

In response to the demands of the time, the Japan Foundation has been making efforts to conduct its activities in closer contact with actors in various fields. As part of these efforts, the Japan Foundation is making proactive efforts to provide information by updating its website and establishing an information center (the JFIC) that is open to the public. Collaboration with companies is also important, and the Japan Foundation is bolstering its collaborative actions

with the CSR (corporate social responsibility) activities of Japanese companies that have entered overseas markets.

Finally, lest the Japan Foundation become complacent about the efforts it is making, it is working with specialists and researchers to develop evaluation indices so that its projects can be evaluated by third parties.

I would like to express my deepest gratitude to all those who have kindly shown their understanding and support for the ideas and actions of the Japan Foundation as it meets the demands of the age while at the same time carrying out reform in line with the spirit of the times. It is also my earnest desire that more and more people will come to understand and support the Japan Foundation. (December 2008)

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This report refers to the fiscal year 2007 (FY2007) that run from April 1, 2007 to March 31, 2008.

Japanese names follow the practice of surname first.

What is the Japan Foundation?

The Japan Foundation is a Japanese public organization dedicated to implementing comprehensive international cultural exchange projects in every region of the globe. Through its activities, it contributes to the deepening of mutual international understanding and the building of peace in the international community. These activities are implemented in the following three areas.

Mission of the Japan Foundation

The mission of the Japan 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. ("The Law of the Japan Foundation Independent Administrative Institution, Article 3").

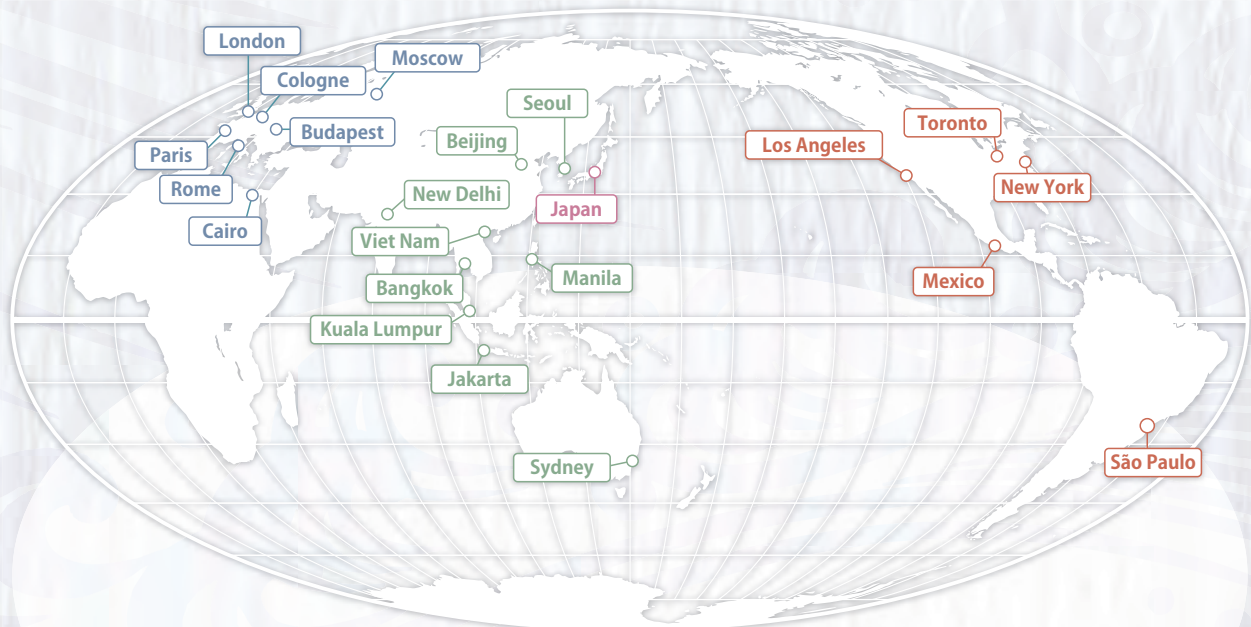
Outline of the Organization

In 1972, the Japan Foundation was established as a special legal entity under the auspices of the Ministry of Foreign Affairs. Since then, the Japan Foundation has continued to expand its activities as a public organization representing Japan in the field of international cultural exchange. In October 2003, it became an independent administrative institution. Currently, in addition to the headquarters in Tokyo and an office in Kyoto, it also operates two affiliated organizations (the Japan Foundation Japanese-Language Institute, Urawa and the Japan Foundation Japanese-Language Institute, Kansai) in Japan. Globally, the Japan Foundation's reach extends to 21 offices in 19 countries, and it has a number of active

partnerships with external organizations.

Based on a financial foundation of government investment (¥113 billion), the Japan Foundation's operations are funded by revenues from investment income from this capital, by government subsidies and by donations from the private sector. As of March 31, 2008, the Japan Foundation has 230 staff members.

The Japan Foundation's Network



The Japan Foundation also benefits in its activities from the cooperation of Japan's diplomatic missions. The Japan Foundation cooperates with various cultural exchange organizations overseas in its efforts to deepen relations, including the Goethe-Institut (Germany), the Japanese-German Center Berlin (Germany), Casa Asia (Spain), the Korea Foundation, and the Indian Council for Cultural Relations (ICCR). It has also overseas advisors in South Africa, Iran, South Korea, and Turkey.

New Development of Activities

As an organization at the heart of Japan's international cultural exchange, the Japan Foundation continually expands its cultural exchanges in line with the demands of society and of the times.

Proactive Efforts for Japanese-Language Education Overseas

There are some three million students of the Japanese language around the world, and this number is expected to rise further in the future. The Japan Foundation sees overseas Japanese-language education activities as an extremely important means of strengthening relations between Japan and other countries, and furthering understanding of Japan around the world. (→P11)

Introduction of Pop Culture and Other New Areas of Japanese Culture

The Japan Foundation is proactively disseminating contemporary Japanese culture in response to requests from many people overseas who wish to know more about Japanese manga, anime, food, etc.

Peace Building through Culture

The Japan Foundation is making use of the tremendous power of culture for the reconstruction of regions damaged by conflict or disaster, and is working on new attempts to contribute to peace building through culture.

Strengthened Collaboration with the Private Sector

The Japan Foundation works with a variety of actors in the private sector, for example by collaborating with the CSR (corporate social responsibility) activities of Japanese companies overseas.

The Japan Foundation is Evolving through Continual Reform

Since the change of the status to an independent administrative institution in October 2003, the Japan Foundation has been reforming its activities and its management methods in order to effectively carry out projects that meet the demands of the times.

During the period of the first mid-term plan (October 2003 to March 2007), the Japan Foundation worked to cut its management expenses and to reform its organizational structure, project design, and human resources systems. The Foundation is judged officially to have made good progress in achieving its targets in these areas.

The FY2007 is the first year of the second mid-term plan, which covers a new five-year period. The Japan Foundation has embarked on new reforms aimed at making the implementation of projects even more efficient.

Optimization and Strengthening of Business Management

- A 15% reduction in general management expenses over five years from FY2007: A 3.8% reduction was achieved in FY2007.
- A reduction of at least 1.2% every fiscal year in the expenses of programs to which management grants are allocated by the government: The Japan Foundation is working to cut its expenses by facilitating collaboration with other organizations, promoting price competition, and strategically focusing on programs. In this way, it aims to cut costs without sacrificing quality.
- Optimized management: The Japan Foundation has proactively worked on co-hosting and cooperation with other organizations in order to make the best use of external resources. It has also expanded its revenue through donations and by carrying out contracted work.
- Flexible and efficient business management: The Japan Foundation reviewed the organization of the administrative and project planning divisions, and in April 2008 it established the Overseas Policy Planning Department in order to improve flexibility and ensure consistent project development across the countries and regions where projects are carried out.
- Reforms toward an ability-based personnel system and personnel cost containment: The Japan Foundation reviewed its system of personnel appraisal. At the same time, it activated its organization and fostered human resources from a mid- to long-term perspective by making use of private-sector and other external human resources, and improving the level of expertise of personnel.

The Japan Foundation Awards 2007

Since 1973, we have annually presented the Japan Foundation Award to individuals and groups who have made an outstanding contribution over a period of time, while the Japan Foundation Special Prizes are presented to individuals and groups who have demonstrated rich creativity and a pioneering spirit with significant potential for future contributions. The Japan Foundation Special Prizes are presented in the three fields of arts and culture, Japanese-language and Japanese studies, which represent the three pillars of the Japan Foundation's operations.

The Japan Foundation Award 2007



Royall TYLER [Australia]

(Former Professor and Head of the Japan Centre, Faculty of Asian Studies, Australian National University)

For his contributions to the understanding of Japanese literature and culture in foreign countries through his long-term research into and teaching of Japanese literature, including translations of a collection of Noh plays and "The Tale of Genji."

The Japan Foundation Special Prizes 2007



The Japan Foundation Special Prize for Arts and Culture

KITAGAWA Fram [Japan]

(Art Director Chairman, Art Front Gallery Co; General Artistic Director of Naoshima Fukutake Art Museum Foundation; Director of Niigata City Art Museum; Professor, Joshibi University of Art and Design)

For organizing pioneering art exhibits and projects, and his role as General Director for the Echigo-Tsumari Art Triennial, collaborating with foreign artists and local residents to promote sustained regional development through the power of modern art.



Photo courtesy of The Asahi Shimbun Company

The Japan Foundation Special Prize for Japanese Language

LEVY Hideo [U.S.A.]

(Novelist; Professor, Hosei University)

For introducing Japanese literature to foreign readers through his translation of the *Man'yōshū* and his contributions to the expansion of the possibilities of the Japanese language through his authorship of many novels and critical essays in Japanese.

*This category, which was limited to Japanese-language education until 2006, has been widened to include those who are achieving outstanding works using the Japanese language.



The Japan Foundation Special Prize for Japanese Studies

Ayçe Selçuk ESENBEL [Turkey]

(Professor, Bosphorus University; President, Japanese Studies Association)

For organizing Japan scholars in Turkey through her activities with the Japanese Studies Association, education of junior scholars, and contributions to academic and intellectual exchange between Turkey and Japan.

Note: Memorial lectures were held as follows:

Lecture by Royall Tyler: *Genji monogatari* and "The Tale of Genji", October 5, 2007, Hongo Campus, The University of Tokyo. Co-organized by the University of Tokyo (Department of Japanese Language and Literature; Department of Contemporary Literary Studies). The contents of the lecture have been posted on the Japan Foundation website.

Lecture by Hideo Levy: *Nihongo no Jinsei*, (The Life in Japanese Language), November 17, 2007, The Japan Foundation International Conference Hall.

Lecture by Ayçe Selçuk Esenbel: *Japanese-Turkish Relations and Comparison from the Perspective of World History*, October 5, 2007, Kinugasa Campus, Ritsumeikan University. Co-organized by the College of International Relations, Ritsumeikan University.

Arts and Cultural Exchange

The Japan Foundation introduces diverse aspects of Japanese culture to people all over the world, by promoting human exchanges that bring together artists and eminent persons as well as people at the community level. The Japan Foundation has promoted such exchanges through a wide range of cultural events and programs in the visual arts, performing arts, media, and publications. From traditional fine arts to contemporary art, these activities present the richness and diversity of Japanese culture, and in keeping with the true sense of international exchange, help to promote understanding among cultures in a borderless world.



How Children Can Benefit from the Performing Arts

The International Festival OKINAWA for Young Audience 2007 (Kijimuna Festa) was held in Okinawa City. The festival's executive committee and the Japan Foundation hosted an international symposium on July 27 and 28, to which overseas experts in young people's theater were invited.

Panelists from Germany, the UK, Russia, the US, and Korea were invited to participate in International Symposium I, "Young People's Theater and Education: Bringing Young People into Contact with the Theater." Discussions were centered on the significance of bringing young people into contact with the theater, in the context of the societies of today, in which poverty, violence, and family breakdown are issues.

The panelists invited to International Symposium II, "Children in Regions of Conflict: What Is the Task of Youth Theater?" were artists working to expand the performing arts for children in Northern Ireland, Croatia, Palestine, Jordan, Iraq, and Zambia - six places located in regions affected by conflict or unrest. The panelists discussed how children can benefit from the performing arts, and whether the performing arts have the potential to bring peace to the world.



The Introduction of Japanese Culture, and International Cultural Cooperation

Wide-ranging activities are undertaken to introduce aspects of Japanese culture such as lifestyle and sports, in order to deepen understanding of Japan. These activities include inviting to Japan people and groups involved in the cultural field to promote exchange and a broad understanding of Japan, as well as workshops and human exchange programs.

In FY2007, the Japan Foundation has undertaken 24 projects in which specialists were dispatched to 65 cities in 44 countries around the world to give presentations and demonstrations. The 60 individuals participating in these projects included specialists in judo, kendo, anime, Japanese cuisine, and various other arts. Besides its own projects, the Foundation also provided assistance for a further 54 projects during the past fiscal year.

The Japan Foundation also invited 29 leaders in various cultural arenas from 23 countries to visit Japan, in order to observe and experience Japanese culture firsthand.

These cultural leaders were able to meet and exchange opinions and ideas with their Japanese counterparts and with specialists in a variety of fields.

In international cooperation for arts and culture, the Japan Foundation implemented four projects for six countries in total, such as dispatching specialists to countries in Asia and the Middle East to help train local personnel in visual arts, anime and preservation of cultural assets and heritage. Besides its own projects, the Foundation also provided assistance for a further eight projects.



Animation Workshops and Lectures Overseas

Dispatch of Specialists to Develop Digital Anime Human Resources in the Middle East

From January to February 2008, anime creation workshops were held in Jordan, Qatar, and Syria by Shinkai Makoto, one of Japan's leading young anime directors, Kawaguchi Noritaka, CEO of CoMix Wave Films Inc., and Sunami Kazuki, Board Director and Producer of the same company. Each workshop had between 10 and 25 participants, all young aspiring animators from the Middle East. Over the course of one to two weeks, the participants in each country learned about the steps in anime creation such as storyboards, background art, and composites, from the perspectives of both technique and artistic expression. Also instruction from a business perspective was aimed at local producers. In addition to these workshops, lectures and anime screenings were held around the same time in each region.

Support for Pop Culture Creation

There have been a great many requests from overseas for projects from Japan relating to pop culture such as manga and anime. In response to this, the Japan Foundation dispatched specialists to hold lectures, demonstrations, and workshops in countries including Russia, Spain, and the United Arab Emirates. In this

way, the Japan Foundation is showcasing the cultural background and history of manga and anime, which cannot be communicated through written materials or television alone.



The workshop by Shinkai Makoto in Japan.
© Yamashita Susumu



At the University of Qatar. © Sunami Kazuki

Promoting Better Understanding of Different Cultures in Grass-roots Levels

To promote international mutual understanding at youth and citizenship levels, the Japan Foundation dispatches and invites individuals and groups in the field of culture to enhance dialogue and collaboration.

In 2007, the Japan Foundation organized two community youth exchange projects. In addition to them, the Japan Foundation also provided assistance to a further 117 Japanese exchange projects initiated and undertaken by community groups.

The Japan Foundation also invited 196 junior and senior high school teachers from 52 countries to engage in school exchange programs all over Japan, and to visit important cultural institutions.

To promote the understanding and appreciation of different cultures, the Japan Foundation held 12 public lectures.

The Japan Foundation has organized annual lectures “Kaiko Takeshi Memorial Asian Writer’s Lecture Series,” through an endowment from the family of the late Kaiko Takeshi.

In 2007, Li Rui, the novelist from China, gave lectures at four locations in Japan.



Teachers visiting Japanese school



Li Rui in Osaka



Group Involved in Youth Issues Sent to the Republic of Korea

Following the invitation of the Korean community groups aiming to strengthen the interchange between Japanese and Korean NPO/NGO members struggling to solve common social problems last year, the Japan Foundation dispatched to Korea (Seoul) six Japanese NPO/NGO members supporting youth independence.

In addition to the study tour and exchange of opinions, the Japan Foundation also organized a lecture by Woo Sookhun, the economics scholar and author of the Korean best-seller “880,000 Won generation,” for an audience of 70 from Korean community groups, as well as introductory presentations by Japanese participants and branch sessions divided by three themes. As a result, this program succeeded in promoting mutual understanding and contributing to the achievement of the 5-year plan “the strengthening of NPO interchange between Japan and Korea.”

Also this program has been introduced by various media

as a unique example of NPO/NGO interchange between Japan and Korea.

After this program, those in charge from the Japan Foundation and the Japanese participants held a meeting at which they gave reports.



Visiting the work experience center for youth

Visual arts

Exhibitions Abroad, Exhibitions in Japan, and Sharing Information

The Japan Foundation not only sponsors its own planned exhibitions through cooperation with galleries and museums both at home and abroad, but also provides aid for outstanding exhibitions that introduce Japanese art and culture.

During FY2007, the Japan Foundation organized three art exhibitions in partnership with overseas art museums and galleries: “Beautiful New World: Contemporary Visual Culture from Japan” in China, “Cubism in Asia: Unbounded Dialogue” in France and “Crafting Beauty in Modern Japan” in England.

The Foundation took part in the 52nd International Art Exhibition at the Venice Biennale and organized “Is There a Future for Our Past?: The Dark Face of the Light” in the Japanese Pavilion.

Approximately 20 sets of Traveling Exhibitions toured in

122 cities in 63 countries, including “The Spirit of Budo: The History of Japan’s Martial Arts”. The Foundation also gave assistance for 40 exhibitions throughout the world.

The exhibition “Architecture of Terunobu Fujimori and ROJO” was organized in Tokyo, after its success at the Venice Biennale. Furthermore, 10 exhibits introducing the arts and culture of other countries to Japan were realized with the Foundation’s assistance.

The Foundation sent art professionals to “The Third Asia Young Curators Conference” in Manila, the Philippines.



Beautiful New World: Contemporary Visual Culture from Japan: China

To commemorate The Japan-China Exchange Year of Culture and Sports 2007, this exhibition showcased works by 34 creators, ranging from contemporary art, media art, architecture, and fashion to popular culture such as manga and anime. The exhibition examined contemporary Japanese society from many angles, and represented expressions that were inspired by the words “beauty” and “new world.” It was held at the 798 Art District in Beijing and the Guangdong Museum of Art in Guangzhou, and was visited by a total of 70,000 people.

This first ever comprehensive show of Japanese

contemporary art in China was not only highly praised by the art world, but was also well received by the young



people in their teens and early 20s who grew up well acquainted with Japanese subculture.

The exhibition held at the Guangdong Museum of Art in Guangzhou



The 52nd International Art Exhibition at the Venice Biennale

The Japan Foundation has represented Japan at the International Art Exhibition at the Venice Biennale by staging the exhibitions in the Japanese Pavilion since 1976.

In 2007, taking the theme of “Is There a Future for Our Past? The Dark Face of the Light,” commissioner Minato Chihiro (professor at Tama Art University) and artist Okabe Masao (professor at Sapporo Otani University) covered the walls of the pavilion with approximately 1,100 works, mainly of frottage. On the floor, they arranged curbs from the platforms of a former Japanese National Railways station. This station was the place

from which vast quantities of goods and huge numbers of people were transported to the Asian mainland

from the First Sino-Japanese War up until the end of World War II, and at the same time it was also a scene of devastation from the atomic bomb. More than 200,000 people visited the pavilion, and the comments of visitors included “powerful” and “peaceful,” as well as expressions of gratitude.



Visitors to the Japan Pavilion try out the frottage technique

Performing Arts Abroad and Exchange

Japanese culture has given birth to many different arts. They constitute a rich heritage that ranges from traditional to contemporary forms, including dance, music, and drama. The performing arts exchange programs of the Japan Foundation respond to international interest in Japanese arts and culture by introducing various genres to overseas audiences. The exchange program also serves to introduce overseas stage arts that are relatively unknown to Japanese audiences. Aid is provided in the form of sponsorship and assistance extended to the private sector for carrying out such projects.

In FY2007, the Japan Foundation has dispatched to 43 countries a total of 22 productions, including contemporary dance, Japanese traditional marionette theater, Japanese traditional music, and jazz. The Foundation has also provided funding to performance groups to enable them to stage an additional 89 events.

For American non-profit organizations, the Foundation provided assistance to 16 productions on the basis of their applications for funding through an open recruitment process. The Foundation similarly provided assistance to 11 European festivals and presenters.

During the past year, the Japan Foundation also introduced to Japan comparatively unknown stage and performing arts of foreign countries. In 2007, the Japan Foundation sponsored three international joint productions, including one by artists from India, Iran, Uzbekistan and Japan.

In addition, the Japan Foundation conducted or assisted 17 projects for promoting information exchanges and building networks among performing arts groups, including “The Tokyo Performing Arts Market 2008.” The Japan Foundation has also managed and operated the Performing Arts Network Japan website, which provides information about the performing arts in Japan (<http://www.performingarts.jp/>). Moreover, the Foundation published the English edition of *THEATER IN JAPAN: An Overview of Performing Arts and Artists*.



Performance of Yukiza, Edo Marionette Theater, performed in Brazil © Kajisako Akinori



Performing Women: Three Reinterpretations from Greek Tragedy

Intercultural Theater Collaboration

The Japan Foundation has conducted collaborative theater projects with other Asian countries since the 1990s. By strategically shifting regions, and each time changing its methodology as well, the Foundation has continued to pose the question of what can be achieved through theater in terms of knowing the world. *Performing Women: Three Reinterpretations from Greek Tragedy* is a collaborative work with artists from India, Iran, Uzbekistan, and Japan, in which three directors explore the modern age through the women of Greek tragedy. Part I was *Medea*, directed by Ovlyakuli Khodjakuli from Uzbekistan; Part II was *Jocasta*, directed by Mohammad Aghebati from Iran; and Part III was *Helen*, directed by Abhiliash Pillai from India. Participants from Japan included contemporary artist Nakayama Daisuke, who designed the sets, and Kunihiro Kazuki, who composed and performed the music. A year and a half in the making, the completed work was

performed at the ninth National Theater Festival in New Delhi, India, in January 2007, and at Bunkamura in Tokyo and the seventh Seoul Performing Arts Festival in Seoul in October, 2008. Each part will be staged in the participating countries, as well as at international theater festivals.



Part I: *Medea*. Photograph © Furuya Hitoshi

Promoting Films, Japanese TV Programs and Publications

The Japan Foundation promotes the broadcasting of Japanese TV programs and the screening of Japanese films abroad, providing materials translated in foreign languages. We also screen foreign films and Japanese films with English subtitles in Japan. To promote and to introduce books on Japan, we participate in international book fairs, and support foreign publishers who wish to publish Japan-related books.

During FY2007, the Japan Foundation provided assistance for the translation of outstanding Japanese works in the humanities, social sciences, and the art into foreign languages. The Foundation has also subsidized the publication of works on Japan originally written in foreign languages. In all, we provided assistance for the translation and/or publication of 56 works in 20 countries.

In order to introduce Japanese publishing culture abroad and promote greater understanding of Japan, the Japan Foundation also participated in 12 international book fairs.

To promote the overseas broadcast of Japanese television programs, the Japan Foundation provided programs to 28 broadcast stations in 28 countries. The Foundation also provided assistance toward the cost of producing 10 films

/TV programs about Japan, in order to promote foreign countries' understanding of Japan.

The Foundation played active roles in film festivals as well, organizing 55 events and providing grants for a further 50 events overseas. In Japan, we introduced films from Asia and the Middle East, held film festivals and invited eminent persons from the world of cinema, and hosted lectures. We also organized two film events, showing Japanese movies with English subtitles, and assisted in the presentation of an additional nine film screenings.

The Japan Foundation also publishes *Japanese Book News* as a quarterly journal, as well as *New Cinema from Japan* jointly with UniJapan to provide up-to-date information in English on Japanese publishing trends and films.



1st International Manga Award Award Winners Invited to Japan

The International Manga Award was established in May 2007 in order to honor manga artists who contribute to the spread of manga culture overseas. The Japan Foundation invited Lee Chi Ching from Hong Kong, winner of the first Gold Award, to Japan from July 1 to 10, 2007, along with Madeleine Rosca from Australia, Benny Wong Thong Hou from Malaysia, and KAI from Hong Kong, who each won the Silver Award.

The four award winners were presented with trophies shaped like speech bubbles, which were the work of graphic designer Satoh Taku, at an award ceremony on July 2. During their stay in Tokyo and Kyoto, they visited manga- and anime-related museums and organizations, as well as manga publishers and creators, to exchange views and information.

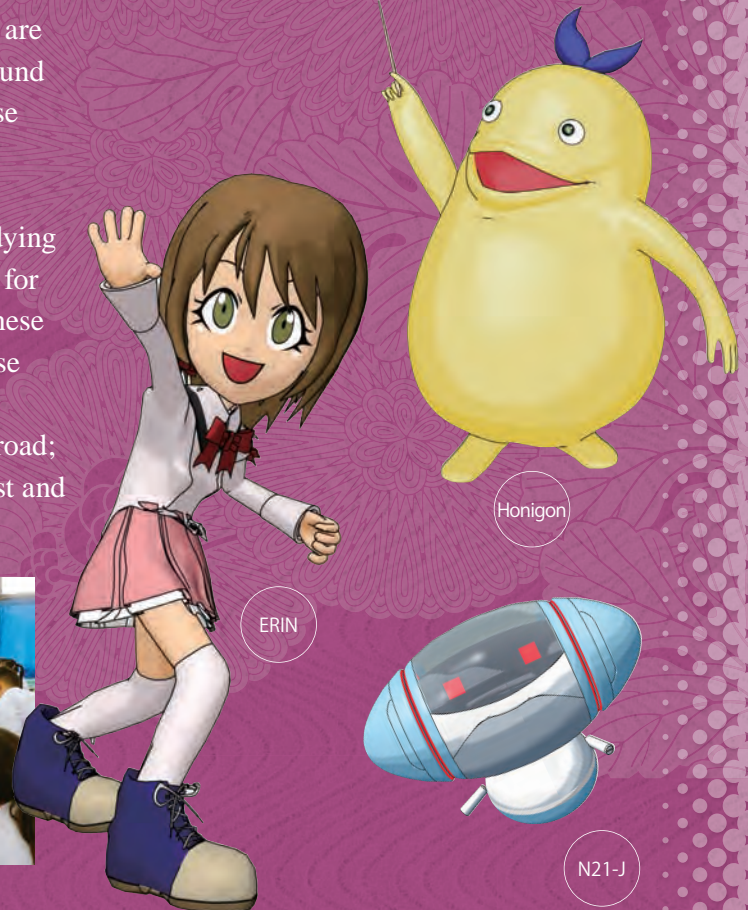


The award winners visited Kyoto Seika University, which has Japan's first ever Faculty of Manga.

Japanese-Language Education Overseas

According to the Japan Foundation's "Survey on Japanese-Language Education Abroad 2006" approximately 2.98 million people outside of Japan are studying Japanese, in 133 countries and regions around the world. If the number of people studying Japanese independently was included, it is estimated that the figure would be several times higher.

In response to the keen and growing interest in studying Japanese, the Japan Foundation provides assistance for Japanese-language education and the study of Japanese in a number of ways. We provide support to Japanese language teachers, educational organizations, and students; dispatch Japanese language specialists abroad; and conduct the Japanese-Language Proficiency Test and develop and disseminate teaching materials.



“Minna no Kyôzai”: Website to Help Japanese-Language Teachers Overseas <http://momiji.jpf.go.jp/kyozai/>

This website was developed independently by the Japan Foundation in order to help teachers of Japanese living all over the world to create teaching materials for their learners. It went online in May 2002.

The website has a range of resources that can be used as teaching materials, such as photographs, illustrations, grammatical explanations, and example sentences. These are freely available to anyone who registers as a user. The website is available not only in Japanese, but also in English and Korean. The materials and functions on the website have been improved every year since it went online in 2002, and during FY2007 the site received approximately 3.35 million hits (page views).



Survey

Survey of Overseas Organizations Involved in Japanese-Language Education

Survey Report on Japanese-Language Education Abroad 2006: Present Condition of Overseas Japanese-Language Education

Every few years, the Japan Foundation carries out surveys of Japanese-language educational organizations overseas in order to obtain an up-to-date picture of Japanese-language teaching around the world as well as to be of use in making future Japanese-language education policy. This survey yields valuable data for use in many different areas, as there are no other surveys of this type that examine Japanese-language education worldwide.

The results of the 2006 survey (conducted from November 2006 to March 2007) are published as *Survey Report on Japanese-Language Education Abroad 2006: Present Condition of Overseas Japanese-Language Education*. A summary of the survey results and a list of individual organizations are available on the Japan

Foundation website.

<http://www.jpff.go.jp/e/japanese/survey/result/index.html>

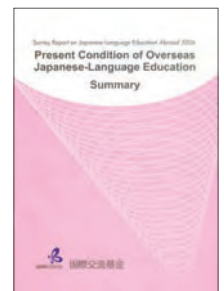
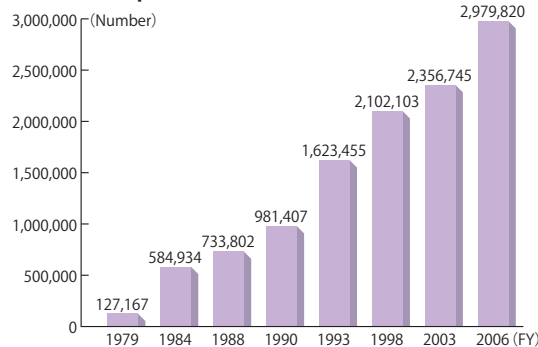
The survey showed that as of 2006, Japanese-language education was carried out in 126 countries and seven regions overseas, and that some 2.98 million people were learning Japanese. Compared to the previous survey, which was carried out in 2003, the number of learners has increased by 26.4%.

Looking at the number of learners by country, learners in countries in Asia and Oceania accounted for 90% of the total, with the highest number in the Republic of Korea (910,957), followed by China (684,366) and Australia (366,165). There was a particularly big increase in Southeast Asia and South Asia such as in Indonesia and India, an increase can be seen as a reflection of their educational systems that reform and strengthened economic relations with Japan.

Breakdown by Country

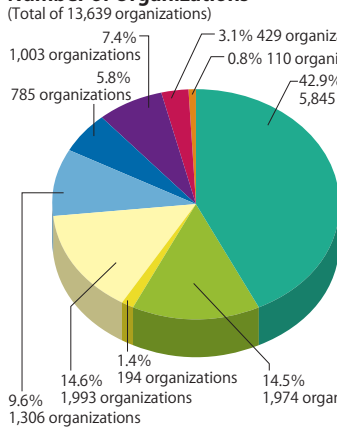
Country/Region	Number of Learners	(%)
1 South Korea	910,957	30.6%
2 China	684,366	23.0%
3 Australia	366,165	12.3%
4 Indonesia	272,719	9.2%
5 Taiwan	191,367	6.4%
6 United States	117,969	4.0%
7 Others	436,277	14.6%

Number of Japanese Learners

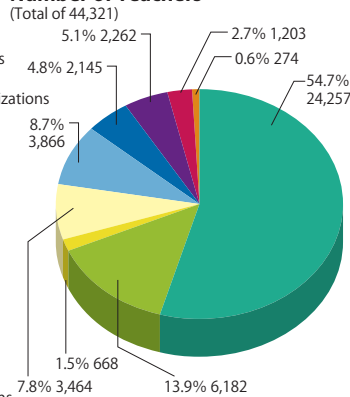


Available from Bonjinsha Inc.
Price: ¥300
(incl. tax/¥286 excl. tax)

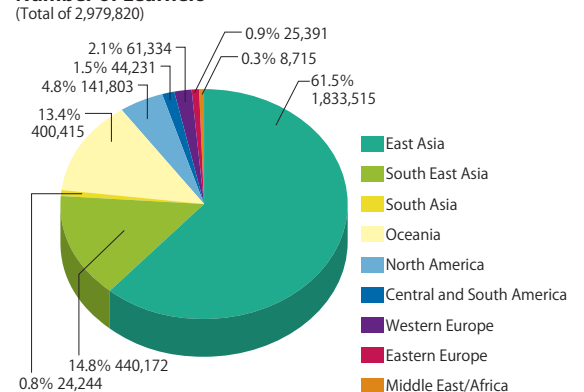
Number of Organizations



Number of Teachers



Number of Learners



The JF Nihongo Network

In March 2008, the Japan Foundation as the “Sakura Network” established the JF Nihongo Network, a network linking core Japanese-language educational organizations around the world. As of March 2008, we have 39 members in 31 countries. We will gradually expand the number of members to 100 within three years.

The Japan Foundation will provide effective assistance



to the Japanese-language education of the different countries and regions, in collaboration with the members of the network. At the same time, it will encourage Japanese-language education in even more countries and regions.

The Japanese-Language Proficiency Test

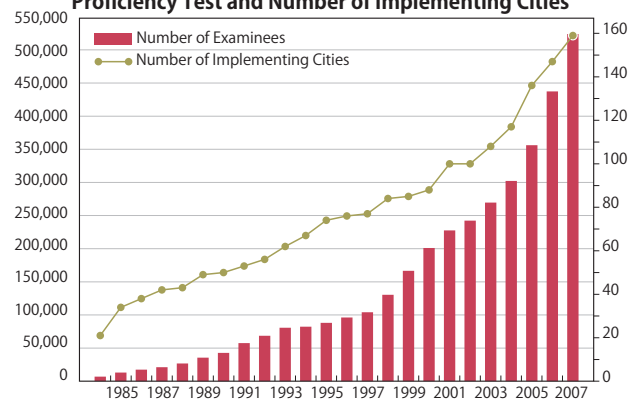
Approximately 520,000 Examinees in 159 Cities in 50 Countries and Regions Across the World

The Japanese-Language Proficiency Test (JLPT) is designed to evaluate and certify the proficiency in the Japanese language of non-native speakers. Established in 1984, the test is conducted by the Japan Foundation in cooperation with local host institutions overseas. In Japan, the test is administered by Japan Educational Exchanges and Services, and in Taiwan it is administered by the Interchange Association.

The Japanese-Language Proficiency Test is divided into four levels: Level 1, the level reached after studying Japanese for around 900 hours; Level 2, reached after studying Japanese for around 600 hours; Level 3, reached after studying Japanese for around 300 hours; and Level 4, reached after studying Japanese for around 150 hours. Examinees are able to take whichever level is appropriate to their Japanese-language ability. The test at each level is made up of three sections: Writing-Vocabulary, Listening, and Reading-Grammar.

The FY2007 Japanese-Language Proficiency Test was

Number of Examinees Taking the Japanese-Language Proficiency Test and Number of Implementing Cities



held simultaneously across the whole world on Sunday, December 2. This was the 24th Japanese-Language Proficiency Test, and it was held in 137 cities in 49 countries and regions overseas, and in 22 prefectures and urban prefectures in Japan. The total number of applicants was 632,000, of whom 523,000 sat the exam.

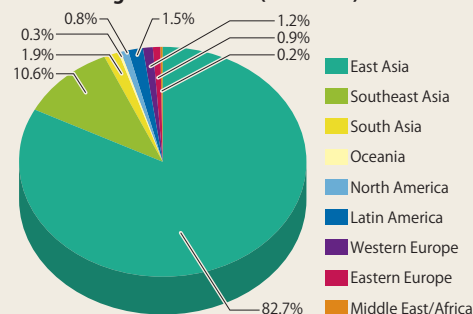
The official website of the Japanese-Language Proficiency Test:

<http://www.jlpt.jp/>

Top Ten Countries/Regions in Terms of Examinees in FY2007

	Country/Region	Number of Examinees
1	China	202,712
2	Republic of Korea	82,323
3	<Taiwan>	55,802
4	<Hong Kong>	13,722
5	Thailand	13,295
6	Vietnam	11,433
7	Indonesia	7,688
8	India	5,932
9	Singapore	4,166
10	Brazil	3,346
	Overseas total	430,137
	Within Japan	93,821

Comparison of Number of Examinees by Region in FY2007 (Overseas)



Information on Japanese-Language Education

Information and Research on Japanese-Language Education

Nihongo Kyôiku Tsûshin, No. 58-60

This journal in Japanese provides overseas Japanese-language teachers in particular with information on teaching materials, teaching ideas for the classroom, current topics in Japan, the situation of Japanese-language education, and so on. The website features exclusive articles as well as the PDF version of the pamphlet.

<http://www.jpf.go.jp/e/japanese/survey/tsushin/index.html>

Kokusai Kôryû Kikin Nihongo Kyôiku Kiyô, No. 3

(The Japan Foundation Japanese–Language Education Bulletin)

This is an anthology of articles that report the results of the educational and research activities of lecturers and staff members of the Japan Foundation. The PDF version is available on the Japan Foundation website.

<http://www.jpf.go.jp/e/japanese/survey/bulletin/03/index.html>

Sekai no Nihongo Kyôiku, Vol. 17

(Japanese–Language Education around the Globe)

This annual professional journal in Japanese contains peer-reviewed articles, selected from among those submitted from around the world, concerning Japanese-language education and research. Abstracts and complete PDF versions are available on the Japan Foundation website. It is distributed by the JFIC Library and Bonjinsha Inc. (price: ¥2,200)

<http://www.jpf.go.jp/e/japanese/survey/globe/17/index.html>

Nihongo Kyôiku Kunibetsu Jôh

Information concerning trends in Japanese-language education, educational systems, language teachers and learners in countries around the world is available on the Japan Foundation website. (In Japanese)

<http://www.jpf.go.jp/j/japanese/survey/country/index.html>

Japanese Language Teaching Resources

Let's Learn Japanese by DVD: *Erin's Challenge! I Can Speak Japanese.*

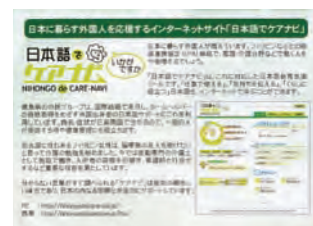
Erin's Challenge! I Can Speak Japanese. is a television course/DVD teaching material (on three DVDs) aimed at members of the younger generation attracted to learning Japanese by the “cool” culture of Japan such as manga and anime. There is a mini-drama in which popular Japanese entertainers appear, and explanations are given by an animated character. In addition, manga is used in the textbook. The course contents are designed to help foreigners gain the ability to use Japanese with confidence in a range of situations that they might encounter in Japan. Japan's traditional culture, as well as its latest fashions and its everyday customs, are mixed in with images that depict day-to-day life in Japan. The story follows Erin, an exchange student, as she experiences these aspects of life in Japan for the

first time, broadening viewers' perspectives of cultural differences and multiculturalism. *Erin's Challenge! I Can Speak Japanese.* was first aired on the NHK Educational Channel, NHK World, and other channels from October 2006 onward.



E-Learning Development Project: Nihongo de Care-navi

Nihongo de Care-navi is an Internet site that functions as a Japanese-English/English-Japanese dictionary. It was created especially for people studying Japanese in order to find work as nursing or care professionals, and as well as basic technical terms for nursing and care it also features a vast store of vocabulary and expressions used in everyday life.



Dispatching Japanese-Language Experts to the Overseas and Providing Grant Programs for Overseas Japanese-Language Organizations

The Japan Foundation sends 112 Japanese-Language Specialists and Assistant Teachers (the latter as part of the Japan Foundation Volunteer Programs) in total to the overseas offices of the Japan Foundation, Ministries of Education, and secondary and higher educational institutions in 39 countries. These experts promote and spread Japanese-language education in their dispatched countries by training teachers, providing classes, developing curricula and teaching materials, and giving advices on teaching methodologies and on preparation of teaching materials.

In addition, the Japan Foundation is offering grant to the overseas Japanese-language institutions as indirect support measures. Grants are provided to rewards for teachers in the Japanese-language courses, to Japanese speech contest, and to seminars and workshops for Japanese-language educators organized by Japanese-language educational institutions. To provide more effective and efficient supports, the Japan Foundation periodically review the deployment of dispatched experts and the design of grant programs to address various needs of the Japanese-language educational institutions abroad.



Japanese-Language Course in Baku State University, Azerbaijan



South-Korean Students Taking a Lesson of Japanese-Language

Speech Contest

The 48th International Speech Contest in Japanese

The 48th International Speech Contest in Japanese was held in Izumisano City, Osaka, on May 26, 2007, to commemorate the 10th anniversary of the Japan Foundation Japanese-Language Institute, Kansai. It was co-hosted by the Japan Foundation, the International Education Center, the Osaka Foundation of International Exchange, and the City of Izumisano, and was attended by Her Imperial Highness Princess Takamado. The audience was made up of over 800 people. The 12 finalists were selected from 111 applicants from 28 countries or regions, and they gave speeches in fluent Japanese on a variety of topics, which included their experiences of cultural differences and international exchanges. The event was later broadcast on the NHK Educational Channel.



The 48th prize winners. Kim Yohan (left), Lee Jaehoon(right)



Affiliated Institutes

Besides the headquarters in Tokyo, the Japan Foundation also has two affiliated organizations in Japan.

The Japan Foundation Japanese-Language Institute, Urawa

The Japan Foundation Japanese-Language Institute, Urawa was established in 1989 in Saitama City, Saitama Prefecture, as an organization affiliated with the Japan Foundation. The Institute provides professional training for overseas Japanese-language teachers who play key roles at their schools, and manages a library dedicated to Japanese-language instruction.

Every year, approximately 500 Japanese-language teachers from more than 50 countries and regions participate in special training programs that range in length from three weeks to nine months. These courses have been commended for their practical content, which, in addition to classroom study, includes visits to Japanese schools and a viewing of traditional performing arts such as *Kabuki*.

As projects in material production, the Japan Foundation Japanese-Language Institute, Urawa develops textbooks, dictionaries, multimedia teaching materials and teaching resources that are difficult to produce overseas, and

provides them to teaching institutions abroad them to.

In addition, the Institute provides grants to publishers overseas that plan to produce Japanese-language-related teaching materials.

The Institute also donates difficult-to-obtain teaching materials to overseas educational institutions offering regular Japanese courses.



The Japan Foundation Japanese-Language Institute, Kansai

In response to the growing number of Japanese-language learners overseas and their increasingly diverse reasons and motivations for studying Japanese, the Japanese-Language Institute, Kansai was established in 1997 in Tajiri-cho, Osaka Prefecture as another facility for study of the Japanese language.

Taking advantage of the benefits of residential study programs, in which students live in dormitory accommodation during their term of study, the Institute invites personnel from the diplomatic service and other public services of various countries, as well as young researchers undertaking Japanese studies, who need to learn Japanese language for their academic research activities. The Institute also offers short-term study programs, for which the Japan Foundation invites students of the Japanese language to Japan as a means of giving further encouragement to motivated learners.

To promote international exchanges in various areas of Japan, the Institute cooperates with local public entities and non-profit organizations to arrange opportunities for Institute students and local people to interact and engage in activities and projects together.



Japanese Studies and Intellectual Exchange

To foster better understanding of Japanese society and its culture, the Japan Foundation provides assistance and fellowships to researchers and offers support to institutions active in the field of Japanese studies. We also organize exchange programs for intellectual leaders, seminars and symposiums in quest of solutions to common challenges facing our planet, and encourage intercultural dialogue.



Symposium: Declining Fertility and Work-Life Balance

The Japan Foundation Center for Global Partnership (CGP) and Social Science Research Council (SSRC), who together conduct the Abe Fellowship Program*, co-hosted the public symposium, “Declining Fertility and Work-Life Balance: Policies and Policy Implications from an International Perspective” on May 26, 2007. The Symposium brought together prominent experts from the United States, Europe, and Japan who have been conducting empirical research and discussing relevant policies on work-life balance in advanced countries. This symposium provided not only a platform to disseminate the results of research by Abe Fellows, but also an opportunity for a comparative review of Japanese and broader international perspectives on this important issue.

The panelists - Dr. Catherine Hakim of the London School of Economics, Dr. Barbara Schneider of Michigan State University, Dr Ronald Rindfuss of the University of North Carolina, and Ms. Yajima Yoko, former counselor in the Gender Equality Bureau, Cabinet Office of Japan - individually presented their research and then together exchanged ideas and opinions with the discussants. Chaired by Dr. Kazuo Yamaguchi of the University of Chicago, the panelists then discussed possible solutions for the better implementation of work-life balance policies and solutions to reverse declining birthrates.



* See p.21 for the Abe Fellowship Program

Japanese Studies Overseas

In order to deepen understanding in other countries and to further good relations between Japan and the global community, the Japan Foundation offers fellowships for research in Japan, and diverse grant programs for organizations engaged in Japanese studies. To promote networking on an international level, surveys are also carried out on overseas researchers and organizations of Japanese Studies.

Japanese Studies Fellowships

Since its establishment, the Japan Foundation has invited scholars and researchers in Japanese studies to conduct research in Japan. Over the years, these fellowships have brought almost 6,000 overseas experts to Japan, where they have undertaken research, surveys and networking with Japanese counterparts. In FY2007, 42 scholars and

researchers from 19 countries, as well as 28 doctoral candidates from 14 countries, were selected for long-term fellowships. Short-term fellowships were granted to 34 researchers from 15 countries.

Support for Japanese Studies Institutions

In a number of countries, the Japan Foundation has supported research institutions that play a central role in Japanese studies. In FY2007, the Foundation's institutional support program has been re-designed. The new program has been designed to provide comprehensive and concentrated support to selected organizations of Japanese studies, according to their needs, for expanding and developing Japanese studies. Selected organizations were provided with various type of support including: visiting professorship, research and conference grants, library support, staff expansion grants etc, which used to be sporadic programs.

In the Americas, except for the U.S., a total of 10 institutions have been selected, and given grants for visiting professorships, staff expansions, research conferences, and library developments. Beneficiary institutions include the University of British Columbia, the University of Montreal, El Colegio de Mexico and the University of Sao Paulo, etc. In the United States of America, where the new institutional support program

was to be introduced in 2008, more than 60 institutions showed strong interest¹ in receiving this new support, and the selection was to be made by the American Advisory Committee comprised of distinguished scholars.

In the Asia-Pacific region, a total of 23 institutions have been selected, and given various support based on their needs. Beneficiary institutions include Seoul National University, the National University of Mongolia, the University of the Philippines in Manila, the University of Malaya, Vietnam National University, and the Australian National University.

In Europe, the Middle East and Africa region, a total of 21 institutions have been selected, and given supports. Beneficiary institutions include Leiden University, the University of Salamanca, the University of Bucharest, Tashkent State Institute of Oriental Studies, the University of Tehran, and Ain Shams University.

Dissemination of Japanese Academic Trends and Donation of Books

The Japan Foundation publishes "An Introductory Bibliography for Japanese Studies", a comprehensive bibliography in English for overseas researchers and Japanologists. This work contains essays on trends in Japanese scholarship in the humanities and social sciences, and also encompasses annotated bibliographies. Each year, the bibliography is published in two volumes:

Social Sciences, and Human Sciences. Volume XV, Part 2, which was published in FY2007, has been distributed to 829 institutions in 90 countries. With the issue of Volume XV, Part 2, "An Introductory Bibliography for Japanese Studies" publication project has been disestablished.

Japan Arab Conference A New Dawn: Arabs Looking East

Until very recently, Japan's relationship with Arab countries consisted mainly of links in economic sectors such as energy. However, based on an agreement reached at the summit meeting between Prime Minister Abe Shinzo and Egyptian President Mohamed Hosni Mubarak in May 2007, an international conference entitled "A New Dawn: Arabs Looking East," was held in the Bibliotheca Alexandrina, Egypt, on November 20 and 21, 2007. The conference aimed to promote dialogue and further mutual understanding between Japan and the Arab countries.

Approximately 150 people from Arab countries and 100 from Japan participated in the conference. As well as the plenary sessions, there were separate, smaller sessions on economics, politics, culture and society, and science and technology. The Japan Foundation hosted the sessions on culture and society, and participants from Japan included movie director Yamada Yoji, Aoki Tamotsu, Commissioner of the Agency for Cultural Affairs, and Doden Aiko, Senior News Commentator at the Japan Broadcasting Corporation (NHK). Also, as a parallel



The session on culture and society, entitled "Mutual Awareness of Japanese and Arab Culture and Society: Universality and Specificity in the Age of Globalization."

cultural event, there was an exhibition of Japanese and Arabic calligraphy. The demonstration given by calligraphy artist Shishu, who was dispatched from Japan, was very well received.

The result of the conference was the affirmation of the future possibilities for cooperation at a variety of levels between Japan and the Arab countries. As its title suggests, the conference was an opportunity to experience a new dawn in the relations between Japan and the Arab countries.

South Asia Future Forum

The Japan Foundation cosponsored the South Asia Future Forum together with the Waseda Hoshien Student Christian Center. The aim of the forum was to foster a network across a wide area encompassing Japan and South Asia.

Seven young people from India, Sri Lanka, Nepal, Pakistan, Bangladesh, and Bhutan who are all actively engaged in public service activities in the social or cultural sphere were invited to Japan. Together with one participant from Japan, they lodged together and took part in activities to cultivate mutual understanding.

The participants increased their understating of Japan through various lectures, discussions, workshops, and site visits. At the same time, they also came to understand that similar social issues exist in each of their respective countries, and increased their awareness of the importance of mutual collaboration to overcome these issues.

The participants undertook field trips to Minamata, to learn about pollution; Fukuoka, to learn about art; and Hiroshima, to learn about disarmament and a nuclear-



At the Minamata Disease Museum

free future. They listened to first-hand accounts of people suffering from Minamata disease, and they spoke with foreign artists living and working in Fukuoka. They also visited the Peace Memorial Museum in Hiroshima, where they recognized anew the importance of peace and the need for disarmament.

At the Public Reporting Session, entitled "The Asians Connect: Views of Japan from South Asian Perspectives," the participants spoke from a variety of perspectives. The young South Asian leaders' impressions of Japan provided an opportunity for considering collaboration within Asia.

Intellectual Exchange

Asia Leadership Fellow Program

This is an exchange project, under which between five and eight specialists from Asia who have demonstrated leadership in their fields are invited to Japan as Fellows for two months. It has been co-hosted by the Japan Foundation and the International House of Japan every year since 1996, and so far 68 participants from 15 countries have come to Japan under the program.

Six Fellows from Thailand, Malaysia, China, India, and Japan participated in FY2007. Under the overall theme of “Unity in Diversity – Envisioning Community Building in Asia and Beyond,” the participants carried out various collaborative intellectual activities, such as residential conferences to heighten awareness of each other’s specialist fields and problem awareness; field trips to observe the role of Hiroshima in peace building and

nuclear non-proliferation, and to observe initiatives in regard to human rights issues related to Koreans resident in Japan; seminars to which specialists were invited; and a public symposium to disseminate information among Japanese society.



The Asia Leadership Fellow Program aims to enhance the human networks between Fellows, who are all people of profound insight and outstanding leadership ability, and to build an intellectual community within Asia. This is expected to lead to transnational initiatives aimed at finding solutions to world problems.

<http://www.jpf.go.jp/e/intel/exchange/organize/alfp/fellow07.html>

Other Conferences and Support for Intellectual Exchange

The Japan Foundation co-hosted international intellectual events and provided financial support to cover the costs of holding intellectual exchange conferences and the travel expenses of participants.

International Forum “Towards an East Asia Community: Beyond Cross-Cultural Diversity”; Inter-cultural, Inter-societal, Inter-faith Dialogue (December 10–19, 2007)

The Japan Foundation carried out a leaders’ forum with the participation of 29 people, including researchers, administrative officials, journalists, and NGO workers, who will be the next generation of leaders. The participants came from a total of 16 countries: the 10 ASEAN members, China, the Republic of Korea, India, Australia, New Zealand, and Japan.

The participants lodged together and undertook an intensive course of lectures and discussions in order to look for the possibility of forming a common awareness through mutual understanding, given the cultural and racial diversity of East Asia. This project is organized under the JENESYS (Japan-East Asia Network of Exchange for Students and Youths) Programme, and is co-hosted with the Ministry of Foreign Affairs of Japan and the Waseda University Institute of Asia-Pacific Studies.

“Aspects of Democracy: Preconditions, Paths of Development, and Contemporary Issues” (November 28, 2007)

As in the previous year, the Japan Foundation held a joint international symposium with the Japanese-German

Center Berlin, on the theme of “Aspects of Democracy.” Following the previous year’s discussions on the process of forming democracy in different countries and regions, discussions were held this year on ideological issues of democracy and pragmatic issues relating to civil society and the media, in order to find the way toward an image of democracy needed for civil society in the 21st century.

Japan-Europe Intellectual Exchange Project: Japan Studies Seminar on Edo (December 14–15, 2007)

The Japan Foundation co-hosted a seminar on Edo with the Centre Européen d’Études Japonaises d’Alsace (CEEJA) as a platform for presenting papers and exchanging ideas. The participants were European researchers of Edo, chiefly former Japan Foundation fellows. Professor Yuko Tanaka of Hosei University was invited to be the lecturer at the seminar, and there were presentations and discussions on a wide range of topics, including Edo period iconography, popular stories, haiku poems, and folk beliefs.

Financial Support for Intellectual Exchange Conferences

In total, the Japan Foundation provided support to cover the costs of convening 67 intellectual exchange conferences around the world.

The Japan Foundation Center for Global Partnership

The Center for Global Partnership (CGP) was established within the Japan Foundation in April 1991, with offices in Tokyo and New York. The mission of CGP is to promote collaboration between the people of Japan, the United States, and beyond, in order to address issues of global concern. To this end, CGP organizes fellowship programs and grant programs as well as self-initiated projects such as seminars, symposia, joint research, and exchanges of intellectuals and professional leaders between Japan and the United States. <http://www.jpff.go.jp/cgp/e/>

NPO Fellowship

The NPO Fellowship offers mid-career professionals from the Japanese nonprofit community the opportunity to enhance their management skills and knowledge of the U.S. nonprofit sector through practical training at nonprofits in the U.S. In FY2007 three new fellows began their training while three fellows continued their training.

Japan Outreach Initiative



The Japan Outreach Initiative (JOI) aims to promote awareness and understanding of Japan in regions of the United States with relatively few Japan-related activities and opportunities for exchange as well as to nurture new

leaders in the field of grassroots exchange. FY2007 was the sixth year of this program, and five new coordinators were placed in the southern United States.

Abe Fellowship

The Abe Fellowship is conducted in cooperation with the Social Science Research Council (SSRC) to encourage international multidisciplinary research on topics of pressing global concern with the goal of nurturing a community of researchers interested in playing an active role in bilateral and global research networks centered on these long-range issues. In FY2007 the fellowship was awarded to 14 individuals affiliated with Japanese and U.S. universities and think tanks.

Grant Programs

Japan-U.S. collaborative projects supported by CGP in FY2007:

Intellectual Exchange	23
Grassroots Exchange	5
Education	3
CGP New York small-scale grants	26
TOTAL	57

Global Carbon Reduction: Developing New Strategies and Deploying New Technologies in Japan and the United States

The CGP and the Maureen and Mike Mansfield Foundation run the Abe Fellowship and Mansfield Fellowship programs, respectively, which are human resource development programs that strengthen Japan-U.S. relations. Since 2005, the two foundations have co-hosted public symposia and invited Fellows of both programs to participate as panelists.

The symposium for 2007, “Global Carbon Reduction: Developing New Strategies and Deploying New Technologies in Japan and the United States,” was held on September 6. Keynote speeches were given by two distinguished speakers: Nishimura Mutsuyoshi, Special Envoy of the Government of Japan for Climate Change and Ambassador for Global Environmental Affairs, and Toyoda Shoichiro, Honorary Chairman and Member of the Board of Toyota Motor Corporation.

Their speeches covered subjects such as initiatives and challenges in the automobile industry, the need for leadership by the U.S., the Japanese government’s initiatives, and Japan’s perspective on future prospects in this arena. The Fellows from Japan and the U.S., policymakers and industry representatives engaged in a lively discussion with a focus on the possible contributions Japan and the U.S. could make to combat global warming, and create frameworks for cooperation with major CO2 emitting countries such as China.



The symposium report

The Japan Foundation China Center

The Japan Foundation established the China Center in April 2006 with the aim of increasing youth and citizens' exchanges, which can serve as the foundation for future Japan-China relations. The Center's official website "Heart to Heart" is available in Chinese and Japanese for the purpose of promoting exchanges between China and Japan on a wide range of subjects.

Face-to-Face Cultural Exchange Center Project

The first center in the Face-to-Face Cultural Exchange Center project was opened in April 2007 in Chengdu, Sichuan Province, which is one of the major cities of Southwest China.

The Face-to-Face Cultural Exchange Center acts as a window on Japan, providing information on Japan that is harder to come by in China's provincial cities than it is in its major urban centers. Visitors are able to hear and see the latest J-pop (Japanese popular music) CDs and DVDs, and browse through magazines (fashion, food, travel, anime, etc.) and books (contemporary novels, manga, Japanese-language educational materials, etc.). The center also aims to be one in which young Chinese and Japanese people can interact directly, through the cooperation of Japanese people living locally.

Following the opening of the Chengdu Face-to-Face

Cultural Exchange Center, the Japan Foundation gained the cooperation of the municipal government of Changchun, Jilin Province, to open the Changchun Face-to-Face Cultural Exchange Center. Preparations had been underway for this center, which will be located within Changchun Library. In addition, the Japan Foundation had received requests from Yanbian University in Yanji, Jilin Province, and Nantong Vocational University in Nantong, Jiangsu Province, to open Face-to-Face Exchange Centers, and had commenced the necessary preparations.



A lecture by voice actor Furuya Toru



Fukuwarai game at a sports meet

Long-term Invitation Program for Chinese High School Students

In the second year following the start of the Long-term Invitation Program for Chinese High School Students in FY2006, the first group of invitees returned home to China at the end of July, and the second group, comprised of 37 people, came to Japan in September. Part of this program was implemented as the Japan-East Asia network of Exchange for Students and Youth (the JENESYS Programme).

The Long-term Invitation Program provides Chinese high school students with the opportunity to get to know Japanese society and people in great depth by living the same school life and everyday life as Japanese high school students, and through interacting with people of their own age, their host families, and other people. The participants are selected through interviews by the Japan Foundation from among Japanese-language students recommended by the Chinese government.

The first group of participants successfully finished their period of overseas study in Japan, having each made an irreplaceable circle of friends in Japan. Their teary

farewells as they parted with their host families at the airport before returning to China spoke volumes about the fulfilling year each had spent in Japan. The second group began their lives in Japan in different locations across the country in autumn of last year. Through the school club activities, which they had not previously experienced in China, as well as the various school events and their everyday lives with their homestay families, they have naturally developed feelings of self-reliance and cooperative personalities, and have grown strong in mind and body. Their blogs can be viewed on the Japan Foundation China Center website, "Heart to Heart." <http://www.chinacenter.jp/>



Midterm training of the second group at the Japan Foundation Japanese-Language Institute, Kansai



A lecture on solar power generation

Information Services and Other activities

The Japan Foundation collects, organizes and provides information on international cultural exchange activities. Furthermore, the Foundation establishes partnerships with local governments, and cultural institutions, presents awards to individuals and groups who carry out international cultural exchange activities in Japan, and undertakes various efforts to facilitate domestic partnerships.



Creative Forum: Stimulating Cities with Art

Today, the powers of culture and of art are harnessed in order to bring new life to cities, and cultural exchange is also a driving force for sustainable urban regeneration. Thus there has been a great deal of interest in creativity as an indispensable element of urban development. Given this interest, the Japan Foundation co-sponsored the symposium “Stimulating Cities with Art” together with the 21st Century Museum of Contemporary Art, Kanazawa, on March 9, 2008, in order to provide a platform to discuss the nature and role of art in regenerating cities with creativity, by inviting artists, museum directors and curators who have played active roles in pilot projects in China, France, Thailand, and Japan.



Other activities

Prizes for Global Citizenship

The Japan Foundation Prizes for Global Citizenship are awarded to organizations and individuals whose activities go beyond simple exchanges and mutual understanding, contributing to the promotion of inter-regional exchanges and cultural exchanges at international level that lead to reform and reinvigoration of communities. Three prizes are awarded every year.

In FY2007, the prize winners were: NPO The Conference on Art and Art Projects (C.A.P.) (Hyogo Prefecture), which organizes international exchange

of artists and citizens through various unique, joint international projects (Representative: Sugiyama Tomoko); NPO Ehime Global Network (Ehime Prefecture) which helps to build peace and supports the rebuilding of war-torn Mozambique through sending bicycles Left around the city to be exchanged for weapons (Representative: Takeuchi Yoshiko); and NPO Asian Women's Center (Fukuoka Prefecture) which supports foreign-registered women and children suffering from domestic violence.



Project Development and Corporate Partnership

During FY2007, the Office for Project Development and Corporate Partnership worked on the CSR Collaboration Project and the development of products that make use of intellectual properties of the Japan Foundation.

The CSR Collaboration Project was a survey of philanthropic activities being carried out overseas by Japanese companies, with the aim of collaborating and cooperating with Japanese companies active overseas. The survey was carried out in China and Korea in FY2006, and following this in FY2007 it was carried out in six countries: the UK, France, and Germany in Europe, and Thailand, India, and Mexico. In addition, a briefing session giving the results of the survey was held in China and a report was drawn up. The Japan Foundation is promoting philanthropic activities of

Japanese companies by sharing information with Japanese companies in China and promoting collaboration projects between companies and the Japan Foundation.

At the same time, the Japan Foundation is promoting the product development of saleable PR goods making use of design and other intellectual assets of the Japan Foundation. In FY2007, a series of designs by top designers from five Asian countries was developed into washcloths as the second round of this initiative.



Report on the Survey into Social Contribution Activities of Japanese Companies in China (published June 2006)

Kyoto Office

The Kyoto Office was opened as a branch office at the time of the establishment of the Japan Foundation. The Kyoto Office works to build networks with related organizations in the Kansai region, and it also gives follow-up support to recipients of Japanese studies fellowships living in the Kansai region and carries out a range of independent projects.

International exchange activities are becoming increasingly widespread in the Kansai region, and networks are advancing among international exchange organizations. The Kyoto office is increasing its

collaboration with outside organizations, and also uses its library as a base for providing information on international cultural exchange. The library houses 6,804 books and audiovisual materials.



“An Evening of Noh and Kyogen”

The Kyoto Office held Fellows' seminars on six occasions during FY2007, and also held “An Evening of Noh and Kyogen” at the Kongo Nohgakudo, which has been a regular event since 1973.

More Information about the Japan Foundation

The Japan Foundation newly renovated its Information Center (JFIC) for the public in July 2008. In addition to the conventional services offered by the former Japan Foundation Library, JFIC has now expanded its functions to become a clearinghouse of general information on international exchange and cultural policies, as well as on Japanese culture, by creating additional facilities such as the common space and JFIC shop, and by providing further information and services.

JFIC Library

<http://www.jpff.go.jp/e/jfic/lib/>

Following the relocation of the headquarters, the Japan Foundation Library was renovated and reopened as the JFIC Library on July 2008.

The Library is open to the public. Approximately 33,000 titles of books on Japan written in languages other than Japanese and on international cultural exchange, along with 250 titles of periodicals, are available. The library itself is particularly strong on publications on Japan issued before 1945.

[OPEN]

- Monday - Friday 10:00-19:00
- 3rd Saturday of every month 10:00-17:00 (except August)



[CLOSED]

- Sundays and national holidays, Saturdays except the 3rd Saturday of every month, and Monday following opening Saturday, the last day of every month, year-end and new year's holidays. Inventory period

[COLLECTION]

- Japan-related books in English and other foreign languages
- Japanese-language study and teaching materials
- Periodicals and newspapers in Japanese and English
- Videos, DVDs on Japan
- Japan Foundation publications

Online Public Access Catalogue (OPAC) is available on the website.

The collection is located in the reading area (1F and 2F), and in the closed stacks. Please consult with the Library staff in order to use them.

[SERVICE]

- Loan services: five books for two week
- Copying: 10 yen per page
- Information searching
- Reference

[CONTACT]

- TEL: 03-5369-6086
- FAX: 03-5369-6048
- E-mail: Lib@jpf.go.jp

The Japan Foundation Website

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

The Japan Foundation's official website not only features the latest news and reports of its activities, but also provides detailed information on the Japan Foundation's diverse programs as well as many other links to useful resources.



E-mail Magazine

The Japan Foundation website provides a delivery service of the Japan Foundation E-mail Magazine, each in Japanese and English version. These e-mail magazines provide the latest information and news on the Japan Foundation's activities and Japanese cultural issues. The service is free of charge, and it is easy to Subscribe from our official website.

Global Network

The Japan Foundation has established offices and facilities in 21 locations in 19 countries.



The Japan Foundation, Seoul

FY2007 as a year for film exchange
Ongoing programs and efforts continue to be highly praised

In cultural and arts exchange, the Japan Foundation, Seoul has made particular efforts in the area of film. At the 11th Seoul International Cartoon and Animation Festival (SICAF), which focused on Japanese animation, renowned directors Shinkai Makoto and Hosoda Mamoru were invited to attend. Furthermore, with a view to promoting cooperation with external organizations, screenings of Japanese films were held in cooperation with the Korea Trade-Investment Promotion Agency (KOTRA) and CineQuaNon Korea (CQN). In the area of intellectual exchange, a symposium was held entitled “Korea and Japan’s Approach to Aging Society – Dialogue on the Movie *Oriume*.”

In addition, efforts were made by the Japan Foundation, Seoul to promote local exchange through the long-running annual graphic design poster exhibition, which this year was entitled the “Yokoo Tadanori Poster

Exhibition,” and performances by the *Wadaiko Matsumura-gumi*, a Japanese drumming group, as part of Japan Week activities implemented all over Korea.

In terms of community leaders and youth exchange, the Japan Foundation, Seoul provided assistance for a reunion organized by former participants on the Lee Soo-Hyun Memorial Program for inviting Korean youth to Japan, and also implemented exchange activities among Japanese and Korean NPOs that are engaged in employment support for young people. A program was also implemented to dispatch native speakers of Japanese studying in Korea to junior-high and high schools in Korea as guest Japanese-language teachers.

In terms of publications, The Japan Foundation Poranavi Award for Literary Work/Translation was established and the award for the first year went to animation researcher Kim Jinman.



Director Shinkai Makoto (background), signing autographs for visitors to SICAF

The Japan Foundation, Beijing

In May 2007 the Japan Foundation, Beijing moved to new, expanded premises in the central business district of eastern Beijing (Guo Mao district)

Designated the Japan-China Exchange Year of Culture and Sports, the year 2007 has given impetus to an enthusiastic approach to exchanges, with at least 300 officially-recognized events being held in conjunction with the Exchange Year. The Japan Foundation, Beijing carried out a variety of activities during the course of the year, for the purpose of introducing young Chinese people, in particular, to contemporary Japanese culture. In April 2007 the first hub for promoting Japanese culture, the “Face-to-Face Cultural Exchange Center” was opened in Chengdu, Sichuan Province. The “Face-to-Face Cultural Exchange Center” features an all-white cutting-edge design, and visitors can access the latest Japanese magazines, manga and DVDs. In July, “J-Meeting Beijing 2007” took place, at which a lecture on anime music, a live music event by anime singers

(Jyukai and Makino Yui), and an exchange party were held. In addition, from September 2007 to January 2008, an exhibition entitled “Beautiful New World: Contemporary Visual Culture from Japan” was held in Beijing and Guangzhou, providing a comprehensive introduction to Japanese modern art. The exhibition attracted more than 70,000 visitors.

In FY2007 more than 200,000 persons in China took the Japanese-Language Proficiency Test, demonstrating the enthusiasm for Japanese-language learning in the country. The Japanese-language instructors at the Japan Foundation, Beijing visited educational institutions in various regions of China, where they provided training and advice.



Scene at exhibition “Beautiful New World: Contemporary Visual Culture from Japan”

Southeast Asian Bureau (Bangkok)

For further strengthening the relations of Japan and Southeast Asia

Establishment of Southeast Asian Bureau

The Southeast Asian Bureau was established in Bangkok in April 2007. Its aims are threefold. The first is to formulate, plan and coordinate policy for the Japan Foundation programs from a regional and comprehensive perspective. The second aim is to promote cooperation with related organizations and build networks, and the third is to engage in information collection and survey analysis concerning trends in international cultural

exchange in the region.

In its first year of operation the Bureau has formulated a proposal that will form the basis for a “Five-year Plan for Japan-Southeast Asia Cultural Exchange,” setting out guidelines for the promotion of the Japan Foundation programs in Southeast Asia. In addition, the Bureau has provided cooperation for a survey regarding the launch of the Singapore Creative Center and preparations for holding an international workshop for the Network of East Asian Studies (NEAS) (held in Bangkok in March), as well as conducting surveys in neighboring countries.

The Japan Foundation, Bangkok

An event-filled year celebrating the 120th anniversary of Japan-Thailand diplomatic ties

The year 2007 marked the 120th anniversary of the establishment of diplomatic ties between Japan and Thailand. A wide variety of commemorative events took place, including: Opera Theater Konnyakuza’s “Pinocchio” performance tour, which visited Bangkok, three cities in north-eastern Thailand, and Laos; performances by the Japan Contemporary Dance Network (JCDN) of “*Odori ni iku ze!*” (We’re Gonna Go Dancing!); and performances by the Sawai Soukyokuin. In January, the Japan Film Festival was held over an eight-day period, at which 10 famous films from the 1950s and 1960s were screened.

Around 70,000 persons are studying Japanese in Thailand. Of this figure 30,000 are students in secondary education and 20,000 are in higher education. The Japan Foundation, Bangkok has provided training and seminars for Japanese-language teachers and has offered assistance programs for the development of

educational materials. As a result of an intensive 10-month training course for Japanese-language instructors, held jointly in 2007 with the Thai Ministry of Education, 12 new Japanese-language teachers graduated.

More than 100 people attended the first general meeting of the Japanese Studies Network (JSN), which connects Japanese studies scholars throughout Thailand. In terms of intellectual exchange, a seminar was organized entitled “Experience of Minamata: Community Revitalization and Environmental Restoration,” to which three people from the city of Minamata, including the former mayor, were invited. The participants from Minamata spoke about their efforts to overcome the problems caused by environmental pollution and how they aim to become an environmental model city for the world. The seminar resonated strongly with Thai participants, who are dealing with their own serious environmental issues.



“Experience of Minamata: Community Revitalization and Environmental Restoration” seminar

The Japan Foundation Center for Cultural Exchange in Vietnam

New office opens in Hanoi

On March 10, 2008 the first event commemorating the 35th anniversary of the establishment of Japan-Vietnam diplomatic relations was the opening ceremony of The Japan Foundation Center for Cultural Exchange in Vietnam. The ceremony was attended by government representatives from Japan and Vietnam, notable persons of culture, researchers, educators and members of the mass media. The ceremony was also attended by Deputy Prime Minister and Minister of Education and Training Nguyen Thien Nhan, and Minister of Culture, Sports and Tourism Hoang Tuan Anh, demonstrating the Vietnamese government’s strong interest in cultural affairs. Both ministers expressed their resolve that

Japan-Vietnam relations should expand not only in the political and economic arenas, but also in cultural ones.

At the ceremony, musicians Minegishi Issui and Thien Tam performed pieces on the one-stringed zither (ichigenkin).

The Japan Foundation Center for Cultural Exchange in Vietnam will continue to develop its activities to promote mutual understanding between the people of Japan and the people of Vietnam, with a focus on assistance for Japanese-language education.

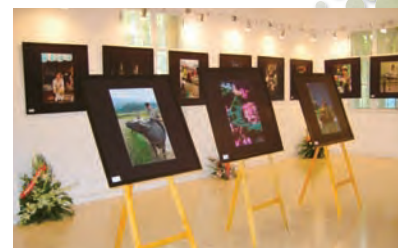


Photo exhibition of works by Katsuo Megumi

The Japan Foundation, Jakarta

A balanced introduction to ancient Japanese traditions and modern Japan

A number of touring performances took place in Indonesia and other Southeast Asian countries, including “Pinocchio” by Opera Theater Konnyakuza, performances by the Japan Contemporary Dance Network (JCDN), and the jazz pianist group, Satoru Shionoya Jazz Group. The start of 2008 marked the beginning of the 50th anniversary of the establishment of diplomatic relations between Japan and Indonesia and it began with performances in Jakarta and Makassar of the Tsugaru Shamisen, a solo performance of Manri Kim of the Taihen Performance Troupe, and kabuki demonstrations and lectures. In addition, there was an exhibition of Japanese toys and an exhibition entitled “Counter-Photography: Japan’s Artists Today.”

In the area of language education, support was provided for improving the quality of local Japanese-language teachers, with active assistance for various workshops and study groups targeting instructors. In addition, a five-year project started in 2003 to develop Japanese-



“Japanese Language Text Book 1,” and “Japanese Language Text Book 2.”

language textbooks for secondary schools in Indonesia was finally completed in June 2007, with textbooks entitled “Japanese Language Text Book 1,” and “Japanese Language Text Book 2,” being distributed free of charge to each high school.

In Japanese studies, a joint one-day seminar was held with the Indonesian Association for Japanese Studies (ASJI) in Jakarta, at which four young Japanese studies researchers delivered presentations.

The Japan Foundation, Kuala Lumpur

A variety of events, including performances and exhibitions, were held to commemorate Japan-Malaysia Friendship Year 2007

Starting with “Forest of Remembrance” (Hutan Kenangan), a joint performance by Japanese and Malaysian persons with disabilities, a wide variety of events were held to commemorate Japan-Malaysia Friendship Year 2007. Other events included: “Pinocchio” by Opera Theater Konnyakuza, “Three Sisters” (Pappa Tarahumara), “Not Quite Right” by Strange Kinoko Dance Company, “Rakugo in English” (including Ohshima Kimie), “Flute Festival” by professional and amateur flautists from Japan and Malaysia, “Okinawa Traditional Dance and Music Concert” (Okinawa Culture Association), “Koto Orchestra Concert” (Sawai Soukyokuin), and a concert by Satoru Shionoya Jazz Group. In addition to the performing arts, exhibitions included “*Tokitsumugi* - The Grain of Strands from Some Moments,” an exhibition of kinetic sculptures by Tanaka Masato, the “Asia Manga Exhibition,” “Japan-Malaysia Children’s Picture Exhibition,” and “Counter Photography” by photographic artists from Japan and Malaysia. The annual Japanese Film Festival and Japanese Speech Contest were held as usual, and Japanese Kite Workshops were convened



A performance by Strange Kinoko Dance Company in Malaysia

along the length of the Malay Peninsula. In total, the Japan Foundation, Kuala Lumpur, organized or jointly hosted over 70 events this year.

In the area of Japanese-language education, the second group of students on the course to train Japanese-language teachers for secondary schools, which is being jointly implemented with the Ministry of Education of Malaysia, completed their course and graduated. Together with the first group of students, these teachers are now engaged as interns in secondary schools in every region of Malaysia.

The Japan Foundation, Manila

Active efforts to enrich the Japanese-language education environment

Japanese-language education has enjoyed great popularity in the Philippines for a number of years and there is a serious lack of Japanese-language instructors. In July 2007, the long-hoped-for library and classrooms were opened and these are now being used for human resource development activities through a variety of training programs. In addition, given that interest in Japanese pop culture is increasing, the library also features 900 manga volumes, with the hope being that they will serve as a hub for promoting information on pop culture.

The annual “*Nihongo* Fiesta” (held in February 2008) began as a means of expanding the various ways in which students of Japanese, in particular, can be introduced to Japanese culture. This year’s Fiesta was held in a Metro Manila shopping mall, and incorporated a variety of events, including Japanese-language speech and performance contests, and Japanese *wadaiko* drumming performances. There was also an exhibition of the station lunch boxes popular in Japan and a national contest to create a lunch box using ingredients found in Filipino cuisine. More than 70,000 people attended



Nihongo Caravan

the Fiesta. Furthermore, in order to elucidate Japanese-language educational needs among young people, there was the launch of the “Nihongo Caravan,” which travels to high schools offering a package of mock lessons and introductions to Japanese culture.

In locations outside Manila, the Japanese Film Festival was held in Cebu, in Iloilo on the island of Panay, and in Iligan on the island of Mindanao. An exhibition of modern ceramics was held in the northern Luzon city of Baguio and Dumaguete city on the island of Negros Oriental. A program was also implemented to invite university students from Mindanao to Japan, and support was provided for community leaders and a youth exchange project in which a forum for female Muslim leaders was convened.

The Japan Foundation, New Delhi

Energetic introduction to Japan in rapidly developing India

The year 2007 was designated as Japan-India Friendship Year and at the Japan Foundation, New Delhi, vigorous efforts were made to introduce Japan to the people of India. In August 2007, former Prime Minister Shinzo Abe paid a visit to India and in conjunction with the visit a Japanese film festival was held. From October to December an exhibition entitled “Vanishing Points: Contemporary Japanese Art” was held in New Delhi and Mumbai, and was highly praised by the people of India, along with numerous cultural performances. Examples of the many events include a *rakugo* performance by *rakugo* master Katsura Utamaru, readings of *haiku* poems, performances by soprano singers, *koto* performances by the Sawai Soukyokuin, and a performance of the *Tsugaru shamisen*.

In the area of Japanese-language education, the Japan Foundation, New Delhi provided assistance for the compilation of a curriculum text and instructor training for Japanese lessons at secondary schools in India. In addition, given the current situation in which the number of persons studying Japanese is increasing in India

– including at private schools and institutions of higher education, and in company training – this fiscal year the “Second National Japanese Language Liaison and Coordination Council” was held in cooperation with the Japanese embassy in New Delhi, building on the achievements of the previous year. The Japan Foundation also dispatched three Japanese-language advisers to India, where they provided support for Japanese-language education.

In the areas of Japanese studies and intellectual exchange, in addition to the dispatch of visiting fellows to Jawaharlal Nehru University and the University of Delhi, enhancement of library resources and visits to Japan by graduate students for training, other efforts to promote intellectual exchange between India and Japan were implemented, including support for a literary held in October.



Opening ceremony for “Vanishing Points: Contemporary Japanese Art” exhibition

The Japan Foundation, Sydney

Building on the momentum from the Australia-Japan Year of Exchange to develop further programs

The Japanese Film Festival remains a popular fixture in Sydney. This year a total of 19 films were screened, from major studio movies to independent films, attracting 6,600 people in total. In addition, a variety of other events were held, using a diverse number of approaches to introduce Japanese culture, from traditional culture to modern art. These included a lecture and exhibition by the National Living Treasure of Embroidery Fukuda Kiju entitled “World of Embroidery,” a *Kazari Maki-zushi* demonstration, and the launch of “Facetnate!,” a public offering program for new visual artists, with a vision to expand cultural exchange between Japan and Australia through a contemporary arts exhibition.

In the area of Japanese-language education, in collaboration with the Art Gallery of New South Wales, educational resource materials aimed at secondary school students have been created to support Japanese-language teaching, based on the artworks held by the gallery, including Buddhist images and scrolls. Other efforts are being made to support Japanese-language education, including the development and launch of a third phase online Japanese class in which Japanese-



Training session for Japanese-language teachers

language teachers living in remote areas can participate, the implementation of training sessions for Japanese-language teachers, and Japanese speech contests.

The Japan Foundation, Sydney has also cooperated and offered support in such matters as the invitation of keynote speakers on the occasion of international meetings and symposia, including the annual meeting of the Japanese Studies Association of Australia. Support has also been provided for the promotion of research on Japan in Australia and the creation of a network of Japanese and Australian researchers.

The Japan Foundation, Toronto

Canada and Japan: introducing mutual points of interest through various artistic activities

The Japan Foundation, Toronto held an exhibition entitled “The Satoyama Story: Vivian Reiss in Japan,” which features work by the eponymous Canadian artist, who spent time living in a small hamlet in Japan, where, through interaction with the inhabitants together with interviews and sittings, she created a series of intensely personal portraits. In addition, as part of an exhibition entitled “The Spirit of *Budo*: The History of Japan’s Martial Arts,” Canadian writer Katherine Govier, who is fascinated by swordsmanship, gave a lecture entitled “My Musashi Pilgrimage,” about her visit to the final resting place of “sword saint” Miyamoto Musashi, and the items and images that she found on her pilgrimage. Also, an exhibition by Japanese artist Takeya Daisuke, who is resident in Canada, entitled “*kara*” was held. The exhibition sought to express the universality and various characteristics of the large cities of both Canada and Japan, by depicting them as viewed from a distance, from the air, or “*sora*” which is another reading of the character for “*kara*,” the name of the exhibition. These exhibitions demonstrated the various artistic activities in which Japanese and Canadian people are involved and were highly praised by Canadians, including those in the



Exhibition and concert with Vivian Reiss

art world.

Furthermore, the Japan Foundation, Toronto, jointly hosted or provided support for a variety of artistic events or film festivals in every region of Canada, and worked to introduce the diversity of Japanese culture through programs at the grassroots level. In the area of Japanese-language education, according to recent surveys the number of opportunities for learning Japanese in Canada – and accordingly the number of Japanese-language students – is rising. The Japan Foundation, Toronto has supported this trend across Canada, including through such activities as the dispatch of a Japanese-language teaching adviser to the province of Alberta.

The Japan Foundation, New York

Urban and regional focuses in planning response to current situation is highly evaluated

With the aim of widening the appeal of modern Japanese literature to a wide section of the American public in all regions of the country, the Japan Foundation, New York invited the novelist Kakuta Mitsuyo to give lectures and readings in New York and Seattle. At each venue where Ms. Kakuta appeared – including universities, book stores and book clubs in each city – she engaged in vigorous discussion with the participants. In addition, a film screening tour was arranged for seven universities in the central and western United States, focusing on regions in which there are few opportunities to experience Japanese culture. This event was highly evaluated in each region it visited.

As the Secretariat of Performing Arts Japan, the Japan Foundation, New York supported six touring performances, including a five-city nationwide tour of Bunraku theater, and provided grants for 10 joint creative projects, including a collaboration between Kasai Akira and young US-based dance artists entitled “*Butoh America*.” Furthermore, as part of the ongoing project to dispatch Japanese experts resident in the US



Kato Sachiko and Yoshioka Airi perform in Belem, Brazil

to Central and South America, a total of four groups, including three performance groups active in the US, were dispatched to 12 cities in eight countries across Latin America.

The Japan Foundation, New York has also taken on the role of Secretariat of the American Advisory Committee for Japanese Studies, and through occasions provided by international meetings and symposia such as annual meetings of the Association for Asian Studies, it has worked actively towards the creation of a network of Japanese studies scholars.

The Japan Foundation, Los Angeles

Great success highlighted by large audience numbers

At the Nisei Week Japanese Festival, the largest festival in North America organized by people of Japanese descent, the Japan Foundation, Los Angeles provided support for the first ever showing and performance of the “Aomori Nebuta Festival.” Not only did the festival serve as a cultural event, attracting an audience of 15,000, it was also a great success in terms of an opportunity for exchange between Japanese and *Nisei* (people of Japanese descent). In the autumn, support was also provided for a 10-performance tour of *Bunraku* theater, which visited five cities. The 3,280 tickets available for the four performances in Los Angeles sold out.

Also *Kanji* lecture and demonstration events were held in five cities in the western United States. A lecture on the history of *Kanji* by Professor Atsuji Tetsuji of the Graduate School of Human and Environmental Studies of Kyoto University was held, and Kosaka Hirokazu, Artistic Director of the Japanese American Cultural and Community Center, provided a demonstration of traditional calligraphy. These events combined Japanese-language education elements with cultural experience. In the spring, the *kimono* stylist Tomita Nobuaki conducted a lecture tour, giving six lectures in three cities, entitled, “*Kimono: Sea of Silk – Preserving Tradition and*



Nebuta Festival held in Los Angeles

Modernity,” which incorporated a lecture and kimono fashion show. Both the *Kanji* and kimono events were broadcast as a special feature by local television stations in Los Angeles.

In the area of Japanese-language education, the Japan Foundation, Los Angeles implemented a summer training course for Japanese-language teachers.

In order to realize the creation of an online system for development and training for Japanese-language teachers, a meeting was held with the National Council of Japanese Language Teachers (NCJLT).

The Japan Foundation, Mexico

Active performances to provide opportunities to experience Japanese culture to people of all ages

In July, the Japan Foundation, Mexico joined with Cineteca Nacional to hold a special screening of 10 films by Japanese director Imamura Shohei, attracting a total audience of 3,200. Then, from July to September, an Exhibition of Japanese Traditional Pottery at the Museum of Anthropology in Xalapa, in the state of Veracruz, was staged. The museum is known for its collection of relics from the ancient Olmec culture of Veracruz, and the exhibition provided a valuable opportunity to introduce traditional Japanese arts to one of Mexico's important regional cities.

In the autumn, the Japan Foundation, Mexico cooperated with a publishing company to present workshops by Gomi Taro, an author of children's picture books, who is also published in Mexico, in Mexico City and Guadalajara. The participants – adults as well as children – enjoyed having their creativity sparked by Gomi's presentation, and the event and the visit by Gomi were covered widely in local media.

In the area of Japanese-language education, a "Visitor Session" was held in conjunction with a local Japanese-



Workshop by Gomi Taro in Mexico City

language teachers' association, where Japanese residents in Mexico took part in Japanese-language classes as volunteers, helping students practice their conversation skills. Usually there are very few opportunities to converse with Japanese people in this region and the session resulted in increasing the motivation to learn among students of the Japanese language.

In addition, as the only base in the Central American region, in order to cooperate in programs to introduce Japanese culture being implemented in neighboring countries, the Japan Foundation, Mexico also implemented a program to dispatch Japanese experts resident in Mexico to these countries.

The Japan Foundation, Sao Paulo

Programs launched to commemorate the Japan-Brazil Year of Exchange (100th Anniversary of Japanese Immigration to Brazil)

The year 2008 marked the 100th anniversary of the arrival in June 1908 of the immigrant ship *Kasato Maru* at the port of Santos, and heralded the Japan-Brazil Year of Exchange (the 100th Anniversary of Japanese Immigration to Brazil). The Japan Foundation, Sao Paulo, launched a number of programs from the beginning of 2008 to commemorate this milestone year. From February to March, *Youkiza*, a traditional Japanese marionette theater company, toured four cities in Brazil, including Sao Paulo, giving performances and holding workshops. The Japan Foundation, Sao Paulo made every effort to provide local support to the theater company, given the importance of boosting an awareness of traditional Japanese culture in many Brazilian people, including those of Japanese descent.

As part of an ongoing series of lectures on Japanese cuisine that began in 2006 entitled "Saberes dos Sabores," in April 2007 the anthropologist Ishige Naomichi and researcher on traditional Japanese cuisine Okumura Ayao were invited from Japan to take part



Lecture and demonstration of Japanese cuisine

in lectures and discussions in three cities, including Sao Paulo. The "Saberes dos Sabores" lecture series concluded in March 2008.

The annual Japanese speech contest generated a great deal of excitement, as usual. In the area of Japanese studies and intellectual exchange, several professors from the International Research Center for Japanese Studies in Kyoto were invited to Brazil to give a lecture on the theme of comedy and humor in Japanese culture.

The Japan Cultural Institute in Rome

A broad range of Japanese cultural introductions planned from multiple perspectives

The Japan Cultural Institute in Rome is dedicated to providing a well-balanced and effective introduction to various aspects of Japanese culture, and in FY2007 a variety of programs were implemented.

At the Cultural Institute a number of exhibitions took place, including exhibitions on modern architecture, wood block lithographs, and clay work. In addition, there was also an exhibition of the work of Okabe Masao, one of the exhibitors in the Japan Pavilion at the Venice Biennale of Art. In the area of film, there was a retrospective on the work of Naruse Mikio and screenings of films by Ozu Yasujiro, Yoshida Kiju, and Kitano Takeshi. In concerts organized by the Institute, a great variety of genres were showcased, including everything from traditional Japanese music to renaissance music and duos comprising Japanese *wadaiko* and drums.

The Cultural Institute also was active in terms of cooperative programs with external organizations, and organized a concert jointly with the Austrian Cultural Forum in Rome, featuring a Japanese pianist and the



Concert by Hida Jimbo (Unit of Hidano Shuichi and Jimbo Akira) © Mario BOCCIA

first clarinetist of the Santa Cecilia National Academy Orchestra, among other artists. Given the increasing interest in Japan in every region of Italy, special efforts have been made to implement and support programs in local regions, and a performance of *Kyogen* theater took place in Bologna, among other events.

With regard to Japanese-language education, Japanese-language classes at the Institute continue to be held in the evenings and on Saturdays for the benefit of working people, and in addition to a wide variety of Japanese-language learning needs, a number of seminars on teaching methods were implemented as a means of supporting Japanese-language education in the regions of Italy.

The Japan Cultural Institute in Cologne

Efforts to introduce modern Japan Active cooperation with other organizations

Focusing on introducing aspects of modern Japanese culture, the Japan Cultural Institute in Cologne has implemented exhibitions, musical events, film screenings, and lectures, as well as endeavoring to widen the learning of the Japanese language.

The “Dialogue Exhibition” held at the Cultural Institute already has a long history of introducing the works of young German and Japanese artists, and in 2007 exhibitions by Sato and Schellhorn, and Suzuki and Schniotalla, were held. The former also went on display at the Japanese-German Center Berlin – the first time for one of the Dialogue Exhibitions to go on domestic tour – and it was very well received. The Cultural Institute also held a lecture by young Japanese architect Fujimoto Sosuke. Following an invitation program for cultural figures, a lecture by Doris Krystof, curator of the K21 Kunstsammlung Nordrhein-Westfalen Museum, was held. She introduced the cutting-edge Japanese art she had seen on her visit to Japan. These programs endeavored to introduce contemporary Japan.

Efforts were also made to engage in intellectual exchange through cooperation with other organizations.



Reading by Tsuji Hironari of “Waiting for the Sun (Taiyo Machi)” © Ueno Jun

Events included a lecture tour by Japanese novelist Tsuji Hironari (to Berlin and Munich), cooperation in a “Japanese interpretation seminar” at Mannheim University, “The Japanese Diaspora” implemented at the University of Dusseldorf, and a lecture by Professor Minohara Toshihiro entitled “Post-9/11 Japanese Society.” The Cultural Institute also participated actively in cooperative programs with the City of Cologne.

In the area of performing arts, the Cultural Institute introduced a broad range of events, including everything from pop concerts such as Hida Jimbo and Shang Shang Typhoon!, to Japanese and German modern music concerts, including “Sounds of the Times.” Film screenings are a perennial favorite that attract many cinephiles, and this year there were special screenings of the works of Kitano Takeshi and Kanai Masaru, among others.

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

A tremendous response to events celebrating the 10th anniversary of the Cultural Institute

Exhibitions in 2007 in conjunction with the 10th anniversary of the opening of the Japan Cultural Institute in Paris began with an exhibition of the work of Munakata Shiko. It was followed by another exhibition entitled “Cubism in Asia: Unbounded Dialogues,” organized by the Japan Foundation headquarters that focused on exchange between Japan and Europe. In autumn, an exhibition, entitled “From Kuroda Seiki to Fujita Tsuguharu: Japanese Painters in Paris,” opened, after three years’ preparation. All of these events met with a tremendous response from visitors.

In the area of performing arts, the Cultural Institute hosted a variety of events that presented both the traditional and the avant-garde. These included a performance of “Five Days in March” by the one-man theater group Chelfitsch, avant-garde jazz by the Shibusa Shirazu Orchestra, a performance by the *butoh* company Dairakudakan, a performance by the Kongo School of Noh in commemoration of the 10th anniversary, a performance of “*Botan Doro*” (The Peony Lantern) by the Edo Marionette Theater, a performance of “Attic” by theatrical company Rinkogun, a jazz concert by Akiyoshi Toshiko (active in the United States), and the first-ever performance of *Bunraku* at the Cultural Institute.

In terms of film, the largest ever retrospective of the

work of Suzuki Seijun to be shown abroad was screened at the Cultural Institute and the first part of a planned series of events to look back on the history of cinema in Japan featured a “history of the Nikkatsu studio.”

With regard to lectures, the Cultural Institute provided opportunities for lively discussions on various issues related to Japan’s “soft power.” These included a demonstration and lecture by chef Koyama Hirohisa in response to the booming popularity of Japanese cuisine, and a series of lectures on food culture. In addition, the Cultural Institute has made efforts in the area of Japanese-language education, Japanese studies and intellectual exchange, in relation to which it held an international symposium to commemorate the 10th anniversary entitled “New Approaches to Japanese Cultural Policy,” among other events.



Exhibition “From Kuroda Seiki to Fujita Tsuguharu: Japanese Painters in Paris”: Kuroda’s “Portrait of a Woman (Kitchen),” from the University Art Museum of the Tokyo University of the Arts

The Japan Foundation, Budapest

Japan-Hungary Cooperation Forum launched as special program

Based on an agreement reached between the prime ministers of Japan and Hungary in October 2004, the Japan-Hungary Cooperation Forum was established as a body of experts whose aim is to expand exchanges between Japan and Hungary. In order to sustain and develop Japanese-language education in Hungary, a special program that is scheduled to run for six years from FY2007 – as an initiative of the Cooperation Forum – was launched.

The special program is based on contributions from a number of influential Japanese companies, through which comprehensive support is to be provided for Japanese-language education, including support for employment of local Japanese-language teachers, teacher training and development of teaching materials. In the first year of operation in FY2007, teacher employment assistance was provided to four institutions, including secondary education and adult education ones. In addition, teacher training sessions were implemented



Teacher training session

on six occasions, and an outline was decided for the compilation of Japanese-language teaching materials.

Other major activities by the Japan Foundation, Budapest included using the office for cultural lectures five times a year, renting cinemas in the city to screen films on 19 occasions, and holding photographic panel exhibitions in regional cities on six occasions. Eight Japanese-language courses have been provided at the Japan Foundation offices, and almost 120 students have come to the office to audit these courses.

The Japan Foundation, London

Implementing a rich variety of projects, including a film festival

New pilot projects include surveys of private sector corporations

In FY2007, the Japan Foundation, London implemented a wide range of projects, focusing on those that introduce modern Japanese culture in a variety of formats.

Projects included a touring exhibition entitled, “Passage to the Future: Art from a New Generation in Japan,” a drama reading of “Tokyo Notes” by playwright Hirata Oriza, and a touring Japanese film festival, “A Life More Ordinary.” In addition, through the lecture series “Japanese Cinema for Busy People,” the Japan Foundation, London, offered the chance to gain an overview of Japanese cinema.

In the area of Japanese-language education, in addition to formalizing training for Japanese-language teachers into a series, based on the comprehensive set of teaching resources to support the GCSE curriculum known as CHIKARA, which was developed and compiled last fiscal year, a new course entitled “Talking Contemporary Japan” has been established in which advanced students



“Tokyo Notes” drama reading

learn Japanese through film and short novels. These are part of the efforts of the Japan Foundation, London, to develop programs that pay careful attention to the balance between teacher and student.

In terms of new activities, a program was launched to dispatch Japan specialists resident in the United Kingdom to the Middle East, and in collaboration with the Office for Project Development and Corporate Partnership a survey on corporate social responsibility (CSR) activities was implemented targeting Japanese companies in the UK.

The Japan Foundation, Cairo

Participation-oriented projects

Forming a cultural bridge through finely-tuned support

The Japan Foundation, Cairo, organized a number of exhibitions, workshops, lectures and demonstrations about a variety of Japanese traditions, including paper making, kites, calligraphy and craft work. As well as introducing the lifestyles and culture of Japan, activities were also implemented to introduce modern Japan, including screenings of animated films targeting a young audience, broadcasts of Japanese television dramas, and a trumpet concert combined with electronic music. In particular, the kite workshop given by Ohashi Eiji, a kite specialist invited from Japan, proved very popular. Participants not only attended a workshop on kite making, but also took part in a kite flying event for Japanese and Egyptian children at the Pyramids of Giza. A kite train was let loose in the skies over the Pyramids and the event was a real bridge between Japan and Egypt.

In the area of Japanese-language education, the Japanese-language courses run for the general public in



Kite flying against the backdrop of the Pyramids

Cairo and Alexandria by the Japan Foundation, Cairo, have proved very popular. Around 600 students have been accepted onto the full range of courses. Most are beginners, but some are taking courses at advanced levels. The “Middle East Seminar on Japanese Language Education,” which targets Japanese-language teachers in the Middle East, attracted 57 participants this year, and also contributed to maintaining the network of Japanese-language teachers in the Middle East and to boosting skills.

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Financial Statements

Budgets and Results in FY2007

(In millions of yen)

		Budget	Result
Revenues	Government subsidies	13,049	13,049
	Investment revenue	2,101	2,041
	Donation revenue	858	1,130
	Other revenue	272	253
	Income from commissioned projects	199	453
	Income from reversal of reserve carried over from previous mid-term target period	12	12
Total		16,491	16,938

Expenditures	Operating expenses	13,470	13,459
	Arts and cultural programs	2,218	2,177
	Japanese-language programs	3,473	3,507
	Japanese studies and intellectual exchange programs	2,438	2,158
	Survey, research, and information-service programs	528	490
	Other programs	4,814	5,126
	General and administrative expenses	3,651	3,603
	Salaries and wages	1,972	1,923
	Supplies	1,679	1,680
Total		17,121	17,062

- Notes: 1. In the Statement of Accounts, salaries and wages for executives and regular employees of the Japan Foundation employed within Japan have all been summed up together as general and administrative expenses. In the Profit and Loss Statement, salaries and wages for executives and regular employees employed within Japan have been summed up as expenses in the relevant areas of operation, according to the nature of the employment of each individual.
2. Expenses for supplies include ¥630,000,000 not included in the revenue budget for the payment of the deposit on the new headquarters.
3. Totals may not correspond due to rounding of fractional amounts of less than 1 million yen.

Balance Sheet

As of March 31, 2008

(In yen)

Assets			
Current assets	Cash and deposits		4,893,232,227
	Marketable securities		9,925,092,751
	Prepaid expenses		53,723,589
	Accrued income		357,816,010
	Other current assets		35,619,340
Total current assets			15,265,483,917
Tangible fixed assets	Buildings	12,645,177,700	
	Accumulated depreciation	(2,387,598,648)	10,257,579,052
	Structures	309,667,593	
	Accumulated depreciation	(111,144,521)	198,523,072
	Machinery and equipment	9,323,105	
	Accumulated depreciation	(5,925,852)	3,397,253
	Vehicles and transport equipment	113,645,949	
	Accumulated depreciation	(67,848,960)	45,796,989
	Tools, equipment, and fixtures	1,105,382,875	
	Accumulated depreciation	(695,090,144)	410,292,731
	Art objects		449,748,549
	Land		195,318,000
	Construction in progress		2,224,688
Total		11,562,880,334	
Intangible fixed assets	Land lease rights		10,598,000
	Software		51,934,591
	Telephone subscription rights		441,000
	Total		62,973,591
Investments and other assets	Investment securities		82,447,669,462
	Long-term time deposits		1,700,000,000
	Deposits and bonds		1,375,911,532
	Total		85,523,580,994
Total fixed assets			97,149,434,919
Total assets			112,414,918,836

Liabilities			
Current liabilities	Liabilities from government operational expense subsidies		382,479,659
	Donations received		16,522,545
	Amount in arrears		878,407,741
	Accrued expenses		1,654,298
	Consumption tax payable		2,218,600
	Advances received		116,818,554
	Deposits payable		24,378,685
	Lease liabilities		14,392,639
	Exchange contracts		11,571,692
	Allowances		
	Allowances for bonuses	15,989,014	15,989,014
Total current liabilities			1,464,433,427
Fixed liabilities	Government operational expense subsidies related to asset counterpart	765,040,088	
	Donations related to asset counterpart	5,574,937	770,615,025
	Long-term lease liabilities		26,068,354
Total fixed liabilities			796,683,379
Total liabilities			2,261,116,806

Net assets			
Capital stock	Government investment	112,970,859,465	
	Total		112,970,859,465
Capital surplus	Capital surplus	(131,441,821)	
	Accumulated depreciation outside profit and loss	(3,066,208,839)	
	Cumulative loss due to impairment for items other than profit and loss	(126,000)	
	Endowments from private sector	900,261,787	
	Total		(2,297,514,873)
Retained earnings	Unappropriated loss for the term (of which: Gross loss for the term)	(507,970,870)	
	Total		(507,970,870)
Valuation and translation adjustments	Deferred gains or losses on hedges	(11,571,692)	
	Total		(11,571,692)
Total net assets			110,153,802,030
Total liabilities and net assets			112,414,918,836

Profit and Loss Statement

April 1, 2007 to March 31, 2008

(In yen)

Ordinary expenses	Arts and cultural programs		2,516,859,140
	Japanese-language programs		3,870,843,399
	Japanese studies and intellectual exchange programs		2,401,521,043
	Survey, research, and information-service programs		665,429,261
	Other programs		
	Overseas programs	4,085,306,497	
	Cooperating in cultural exchange facilities program	1,099,330,708	5,184,637,205
	General and administrative expenses		1,787,221,971
	Financial expenses		396,404
Miscellaneous income deductions		1,389,221,402	
Total ordinary expenses			17,816,129,825

Ordinary income	Income from government operational expense subsidies		12,587,326,476
	Income from investments		2,105,373,780
	Income from commissioned projects		151,911,863
	Income from donations		
	Income from donations	21,764,155	
	Income from specified donations	1,091,689,260	1,113,453,415
	Refund of asset counterpart		
	Refund of government operational expense subsidies related to asset counterpart	124,018,347	
	Refund of donations related to asset counterpart	835,033	124,853,380
	Financial income		
	Interest received	7,111,901	7,111,901
Sundry income		449,798,887	
Total ordinary income			16,539,829,702
Ordinary loss			1,276,300,123

Extraordinary losses			
	Retirement of fixed assets	2,275,317	2,275,317

Extraordinary profits			
	Refund of government operational expense subsidies related to asset counterpart	2,275,317	2,275,317

Net loss for the term		1,276,300,123
Income from reversal of reserve carried over from previous mid-term target period		768,329,253
Gross loss for the term		(507,970,870)

Statement of Loss Appropriation

(In yen)

Unappropriated losses at the end of the term			(507,970,870)
	Gross loss for the term	(507,970,870)	
Deficit carried over to the next term			(507,970,870)

Cash Flow Statement April 1, 2007 to March 31, 2008

(In yen)

Cash flow from operating activities	Program expenses	(13,404,160,750)
	Salaries and wages	(2,574,097,337)
	Other operating expenses	(1,079,424,316)
	Revenue from government operational expense subsidies	13,048,823,000
	Investment revenue	2,041,013,153
	Revenue from commissioned projects	253,318,794
	Revenue from donations	1,129,975,800
	Other miscellaneous revenue	561,763,548
	Subtotal	(22,788,108)
	Interest received	6,788,517
	Interest paid	(396,404)
	Amount of payments to national treasury	(297,793,964)
	Cash flow from operating activities	(314,189,959)
Cash flow from investment activities	Expenses for acquisition of investment securities	(11,979,517,858)
	Revenue from redemption of investment securities	11,454,047,898
	Expenses for deposit of fixed deposits	(1,104,780,000)
	Revenue from refund of fixed deposits	1,000,000,000
	Expenses for acquisition of tangible and intangible fixed assets	(186,352,186)
	Revenue from selling of tangible fixed assets	28,255,911
	Expenses for acquisition of deposits and bonds	(630,492,270)
	Revenue from acquisition of deposits and bonds	918,607,572
	Cash flow from investment activities	(500,230,933)
Cash flow from financial activities	Expenses for repayment of lease liabilities	(13,569,806)
	Cash flow from financial activities	(13,569,806)
Difference in conversion related to funds		(33,457,156)
Decrease in funds		(861,447,854)
Balance at the beginning of the term		5,654,490,081
Balance at the end of the term		4,793,042,227

Statement of Administrative Service Execution Costs

April 1, 2007 to March 31, 2008

(In yen)

Operating expenses	Expenses in the profit and loss statement		
	Program expenses	14,639,290,048	
	General and administrative expenses	1,787,221,971	
	Financial expenses	396,404	
	Miscellaneous income deductions	1,389,221,402	
	Extraordinary losses	2,275,317	17,818,405,142
	(Deducted) Revenue on hand, etc.		
	Income from investments	(2,105,373,780)	
	Revenue from commissioned projects	(151,911,863)	
	Income from donations	(1,113,453,415)	
	Refund of donations related to asset counterpart	(835,033)	
	Financial income	(7,111,901)	
	Miscellaneous profits	(449,798,887)	(3,828,484,879)
Total		13,989,920,263	
Amount equivalent to depreciation, etc. outside profit and loss	Amount equivalent to depreciation outside profit and loss	574,884,254	
	Amount equivalent to the value of retired fixed assets outside profit and loss	6,864,651	581,748,905
Estimated non-reserve employee bonuses			(257,096)
Estimated increase in retirement allowances not provided for			103,127,898
Opportunity cost	Opportunity cost of margin transactions which are gratis or at a reduced fee assets from national or local public bodies	524,047,068	
	Opportunity cost of investments by government or local public organizations	1,402,889,206	1,926,936,274
Total administrative service execution costs			16,601,476,244

Financial Cooperation from the Private Sector

The Japan Foundation is able to operate its international cultural exchange programs thanks to the generosity of financial contributions from businesses, organizations, and individuals throughout the private sector. Since its establishment, the Foundation has received endowments amounting to approximately ¥900 million from 77 companies, organizations, and individuals. Donations for its annual programs also form a vital source of support.

Donations fall into two broad categories: general donations, which fund the Foundation's cultural exchange programs, and designated donations, which are accepted with the understanding that they will be used to subsidize specific cultural exchange programs operated by public interest organizations at home and abroad. From the establishment of the Foundation through the end of FY2007, donations amounted to ¥2,341.32 million in general donations and ¥64,154.78 million in designated donations.

1. General Donations

General donations fund programs run by the Japan Foundation. There are two categories for general donations: the "General Donation System," in which both the timing and amount of the donation are at the donor's discretion, and the "Membership System," in which a fixed donation is made each year through membership dues. The details of these categories are set out in (1) and (2) below.

During FY2007, the Foundation received a total of 1,067 general donations from the above two categories, amounting to ¥38.29 million.

(1) General Donation System

This system is for corporate and individual donations in which the timing and amount of the donation are at the donor's discretion. At the donor's request, the donation can be put to the uses in A or B below.

A. Donations for program expenses

These donations are allocated to expenses for Foundation 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, or to programs in general.

The donors for program expenses in FY2007 were as follows:

Canon Inc. / Nippon Steel Corporation / Suzuki Motor Corporation
Sumitomo Chemical Co., Ltd. / All Nippon Airways Co., Ltd.
Daiwa Securities SMBC Co. Ltd. / Takeda Pharmaceutical Company Limited

Tokyo Electric Power Company, Inc. / Toyota Motor Corporation / Nomura Holdings, Inc.

(Donations for the Japan-Hungary Cooperation Forum project to promote Japanese-language education)

- Canon Inc.
(Donation for Vanishing Points: Contemporary Japanese Art exhibition)
- Shiseido Co., Ltd.
(Donation for Beautiful New World: Contemporary Visual Culture from Japan exhibition)
- Bridgestone Corporation
(Donation for Japan Foundation China Center project)
- The Bank of Tokyo-Mitsubishi UFJ, Ltd.
(Donation for Long-term Invitation Program for Chinese High School Students and Midterm Training)

ANET, Inc. / Nanto Co., Ltd.
(Donations for Obuchi Japan Foundation Fellowships program
• 1,407 members of the JR Tokai Monitor Club
• Two individuals
(Donations for programs in general)

Donation in kind was accepted as detailed below during FY2007.
• Cleanup Co., Ltd.
(Installation of kitchen in Maison de la Culture du Japon à Paris)

B. Donations to operational funds (private endowments)

These donations are deposited in the Foundation's funds, and the interest accrued is allocated in perpetuity for program expenses. In the case of private endowments, a corporate or individual benefactor who so desires may establish a special program with a name of the benefactor's choosing. These programs are implemented in consultation with the Foundation and are termed "special benefactions." Such special benefaction programs established to date are detailed in (A) to (D) below.

(A) Uchida Fellowship

- a. Benefactor: The late Mr. Uchida Genko
- b. Fellowship Content: 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 those active in

the field of music, including participation in joint performances or collaboration on joint works. In FY2007, two fellows from the United States were invited.

(B). Japanese Studies Fellowship Program offered by Takasago Thermal Engineering

- a. Benefactor: Takasago Thermal Engineering Co., Ltd.
- b. Fellowship Content: In order to promote Japanese studies in Southeast Asia, this scholarship provides funds to allow young Japanese studies researchers from Southeast Asia to visit Japan for research. In FY2007, the fellowship was awarded to a scholar from Indonesia researching the formation of young women's identities.
- c. Department responsible: Asia and Oceania Division, Japanese Studies and Intellectual Exchange Department

(C). The Takeshi Kaiko Memorial Asian Writers Lecture Series

- a. Benefactors: The late Mrs. Kaiko Hatsuko and the late Ms. Kaiko Michiko (family of the writer Kaiko Takeshi)
- b. Content of the Lecture Series: In order to promote literary exchanges by introducing Asian authors and works that are little known in Japan to the general public, this program invites Asian authors and others involved in literature to come to Japan for approximately two weeks, to organize lectures and opportunities for interaction and dialogue throughout the country. In FY2007, Li Rui from China was invited to Japan, and lectured on the theme of "China and My Literary Path: Heartbreaking Anguish" in Osaka, Tokyo, Sendai, and Hakodate.
- c. Department responsible: Community Leaders and Youth Exchange Division, Cultural Affairs Department

(D). Ken Watanabe Memorial Fund: Contribution of Books

- a. Benefactor: 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)
- b. Content of Contribution: Donation of Japanese studies books to the Tianjin Academy of Social Sciences; in FY2007, a total of 275 books were donated.
- c. Department responsible: Asia and Oceania Division, Japanese Studies and Intellectual Exchange Department

(2) Membership System

Fixed donations are received 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 "Corporate Membership System" is for contributions from companies and organizations, while the "JF Supporters Club" is for contributions from individuals and groups.

A. Corporate Membership System

Fixed-sum donations are received each year from companies and organizations in the form of membership dues. The members comprise Regular Members, who are asked to donate at least ¥100,000 yen, and Special Members, who are requested to donate at least ¥500,000.

Donations are allotted to cultural exchange programs taking place in the year in which the donations are made. Members can enjoy privileges such as access to the Foundation's library, receiving the Foundation's publications, and invitations to lectures and other events sponsored or co-sponsored by the Foundation.

As of the end of FY2007, members included:

- (a) Special members
Kodansha Ltd. / Shochiku Co., Ltd. /
Electric Power Development Co., Ltd. / Mizuho Bank Ltd. /
Bank of Tokyo-Mitsubishi UFJ, Ltd. / Wacoal Corp. /
- (b) General members
Ikenobo / Idemitsu Kosan Co., Ltd. / Insho-sha / Ushio Inc.
Urasenke Tradition of Tea / NHK International Inc. / Katolec Corp. /

Kansai Urban Banking Corp. / Kinokuniya Company Ltd.
 Kyoei Fire & Marine Insurance Co., Ltd. /
 Kodansha International Ltd. / Kodokan Judo Institute /
 International Hospitality Conference Service Association
 Kokusai Service Agency / Komazawa University
 Sakura Motion Picture Co., Ltd. / Shiseido Co., Ltd. / Japan Echo Inc.
 Publishers Association for Cultural Exchange /
 Shorinji Kempo Organization / Starlanes Travel Service Corp. /
 All Japan Kendo Federation
 Dai-Ichi Mutual Life Insurance Company /
 Daiichi Seiwa Jimusho Co., Ltd. / Daikin Industries, Ltd. /
 Daiwa Securities SMBC Co., Ltd. / Dentsu Inc. /
 The Tokyo Commodity Exchange / Tokyo Studio Co., Ltd.
 Tokyo Business Service Co., Ltd. / Nikko Cordial Securities, Inc.
 Motion Picture Producers Association of Japan, Inc. /
 Nippon Origami Association /
 Japan International Cooperation Center /
 Nomura Securities Co., Ltd. / Bikon Co., Ltd.
 Bijutsu Shuppan Design Center Co., Ltd. / Hitachi Ltd.
 Video Pedic Inc. / Fuji Xerox Co., Ltd. / Honda Motor Co., Ltd. /
 Bonjinsha Inc. / Matsushita Electric Industrial Co., Ltd.
 Mizuho Securities Co., Ltd. / Sumitomo Mitsui Banking Corp. /
 Mitsubishi UFJ Securities Co., Ltd. / Meiji Shoin Holdings /
 Mori Building Co., Ltd. /
 Youth for Understanding International Exchange

(3) JF Supporters Club

Fixed donations are received from individuals and groups in the form of membership dues. Funds from membership fees (¥3,000 for Associates, ¥2,000 for student Associates, and ¥10,000 for Partners) are allocated to general programs in the fiscal year in which they were received. Members, depending on their membership type, are invited to events and can enjoy privileges such as discounted or free publications, etc.

2. Designated Donations Program

Under this program, individual and corporate donations to support the international cultural exchange programs of public interest organizations at home and abroad are received by the Foundation with the understanding that they will be used to subsidize specific cultural exchange projects. By providing funds to public interest organizations to support international cultural exchange programs through the Foundation, donors are eligible to receive tax privileges on their donations.

Eligible programs include personnel exchanges, overseas Japanese studies and Japanese-language education; the staging of performances and exhibitions; the holding of seminars, etc.; projects to produce audiovisual materials for introducing Japanese culture overseas; the development of facilities for educational and cultural activities and the purchase and provision of related goods; and research and studies necessary for international cultural exchange. A deliberative council of external experts decides upon the recipients of designated donations.

During FY2007, the Designated Donations Program received ¥1,091.69 million from 780 individuals and 546 companies or groups. The monies were received in 48 payments. These funds were used to subsidize the 32 programs outlined in (1) below. Examples of major projects in 2007 are detailed in (2).

(1) Programs supported during FY2007

- Development for the Rotary Ambassadorial Scholarships and other Rotary Educational Programs 1 (U.S.)
- Development for the Rotary Ambassadorial Scholarships and other Rotary Educational Programs 2 (U.S.)
- U.S.-Japan Bridging Foundation Scholarship Program (U.S.)
- Utopia Hokkaido is cleared Hidezo Imaruoka Large-sized Photograph Exhibition” and “Japan and China high school student photography technical exchange meeting” (China and Japan)
- The Fund Raising Project for Helping Establish the “Ishikawa Memorial Fund for Comparative Japanese Law” (U.S.)
- The University of Alberta Prince Takamado Japan Canada Memorial Fund (Canada)
- Japan and Her Neighbors: Changing Relations (U.S.)
- Japanese Legal Studies Program of University of Michigan Law School (U.S.)
- Nagashima Ohno & Tsunematsu Program for Japanese Law and Culture at the Stanford Law School (U.S.)
- Nagashima Ohno & Tsunematsu Scholarship Fund, Columbia Law School (U.S.)
- Nagashima Ohno & Tsunematsu Program for Japanese Law and Culture at the University of Chicago Law School (U.S.)

- Nagashima Ohno & Tsunematsu Program for Japanese Law and Culture at Duke Law School (U.S.)
- Japan Return Programme Nihongo Summit 2006 (Japan)
- LSH Asia Scholarship (Japan)
- The 2nd JRP Nihongo/Japanese Culture World Conference, Beijing (China)
- Project-Fund for Sprachzentrum für Japanisch e.V. (Germany)
- Hakusyoukai Noh Performance in Beijing (China)
- Music From Japan Festival 2007 (U.S.)
- Shitennoji Wasso (Japan and Korea)
- 14th Honolulu Festival (U.S.)
- World Partnership Forum in Ibaraki (Japan)
- Mi-Bemol Saxophone Ensemble in Malaysia (Malaysia)
- The Japan-China Exchange Year of Culture and Sports 2007 (China)
- Project of the Japanese Executive Committee for Japan-India Friendship Year (India)
- Japan-Korea Interchange Festival 2007 in Seoul (Korea)
- The World Festival of Children's Performing Arts in Toyama, 2008 (Japan)
- Radio Program Introducing a J-pop Music to Chinese Young People (China)
- Conservation Work of the Japanese House and Garden “Shofuso” in Philadelphia, U.S.A (U.S.)
- Asian University for Women (Bangladesh)
- KEEP International Training and Exchange Center Project (Japan)
- Modern Tea House Project in Frankfurt (Germany)
- Construction and Exposition of Monument Commemorating Centennial of Japan-Brazil Immigration (Brazil)

(2) Examples of projects during FY2007

A. The University of Alberta Prince Takamado Japan Canada Memorial Fund (Canada)

- Organizer: The University of Alberta
- Designated donation (amount of designated subsidy): 35 million (FY2007, to be continued until FY2008)
- Program Content: The Prince Takamado Japan Canada Memorial Fund was established within the University of Alberta Endowment Fund. The interest earned by the fund is to be used for three projects, which will be held every year: All Canada Japanese Speech contest, aimed at university students from overseas studying Japanese in Canada; Essay Competition, aimed at Canadian university students; and Study Scholarship in Japan, aimed at Canadian undergraduate and graduate students at CANJAS institutions.

B. The Japan-China Exchange Year of Culture and Sports 2007

- Organizer: Executive Committee for the Japan-China Exchange Year of Culture and Sports 2007
- Designated donation (amount of designated subsidy): 487.25 million
- Program Content: The Japan-China Exchange Year of Culture and Sports 2007 commemorated the 35th anniversary of the normalization of diplomatic relations between Japan and China. The Executive Committee organized five projects with the aim of furthering mutual understanding and trust between the two countries at the grassroots level: the Japan-China Festival in Beijing, Tsugaru Shamisen and Taiko in Shanghai, the Grand Finale Reception and Concert in Beijing, the Special PR Project, and the Year-round PR Project. The Japan-China Festival in Beijing attracted some 100,000 visitors, and all the projects were highly praised for offering a broad introduction to both Japan and China

3. Tax Privileges

The Japan Foundation is a “Designated Public Benefit Organization” (or *Tokutei Koh-eki Zoushin Houjin*), 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 tax privileges.

(1) Corporations

Deductible expenses may be declared in addition to the standard deduction for donations.

The upper limit for financial losses associated with the donation is calculated using the following formula:

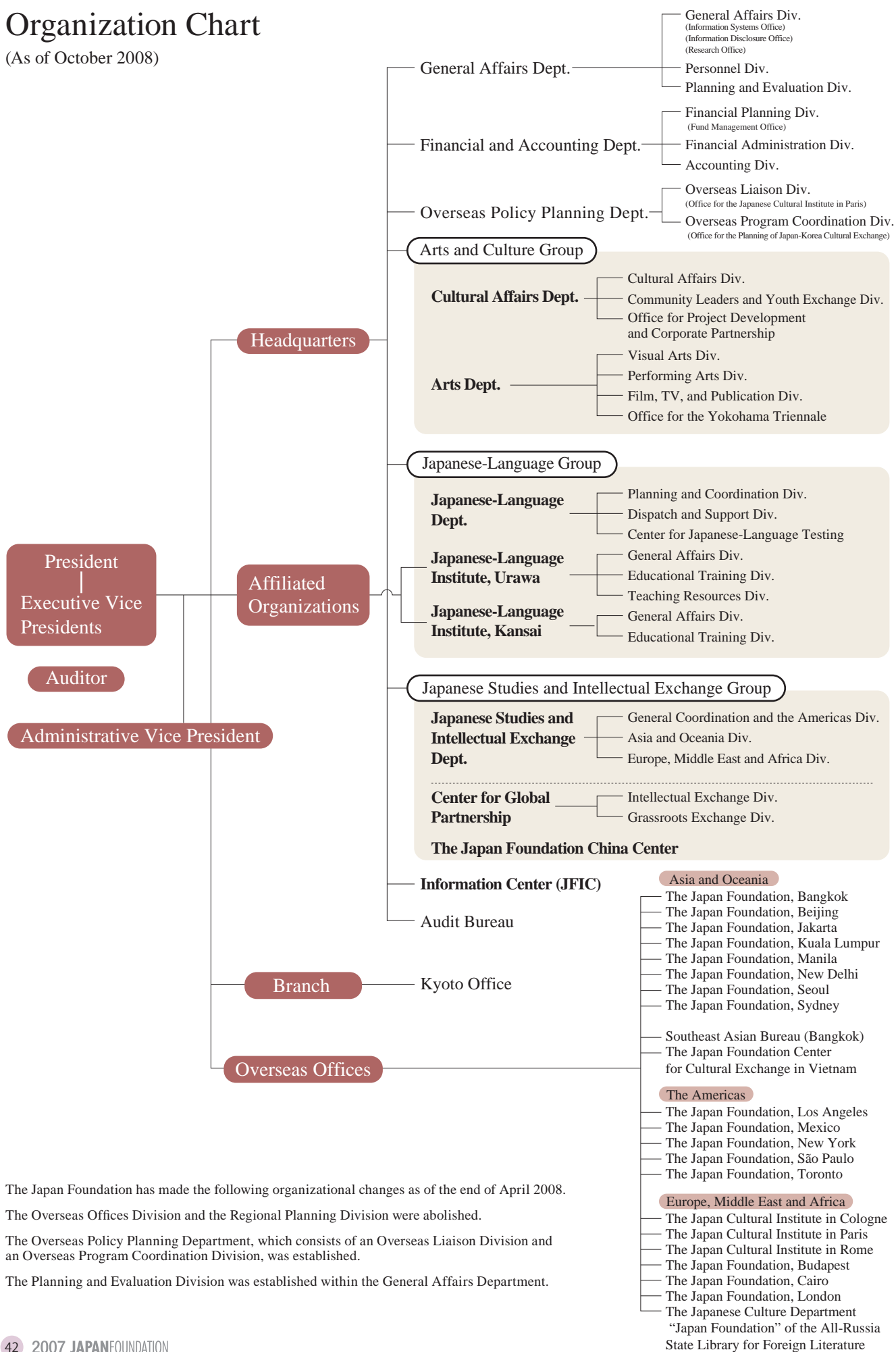
Upper limit of financial loss = {(amount of capital) × (period of months / 12 × 0.0025) + (amount of income for fiscal period in question × 0.025)} × 0.5

(2) Individuals

An amount equal to the donation minus ¥5,000, up to 40% of gross income, is tax deductible. Donations of inherited assets are also eligible for tax privileges.

Organization Chart

(As of October 2008)



The Japan Foundation has made the following organizational changes as of the end of April 2008.

The Overseas Offices Division and the Regional Planning Division were abolished.

The Overseas Policy Planning Department, which consists of an Overseas Liaison Division and an Overseas Program Coordination Division, was established.

The Planning and Evaluation Division was established within the General Affairs Department.

Committees

■ The Advisory Committee for Evaluation of the Japan Foundation

This Committee evaluates the Japan Foundation programs and related operations in response to requests by the President of the Foundation, and advises on the improvement of operations and other necessary measures. Its members include experts and academics with in-depth knowledge of international exchange and Japan Foundation activities.

Members (in alphabetical order) (as of April 1, 2007)

Asami Tamotsu	Director, Chief Executive of the Hokkaido Branch Office of The Yomiuri Shimbun	Mikuriya Takasi	Professor, Research Center for Advanced Science and Technology, at the University of Tokyo
Hanawa Shoji	Adviser to Tokyo Electric Power Co. (until September 30, 2006)	Sakuma Katsuhiko	Professor at the University of the Sacred Heart, Tokyo
Iwao Sumiko	Professor Emeritus of Keio University	Sota Shuji	Professor at Atomi University
Katayama Masao	Managing Director of The Saison Foundation	Takashina Shuji	Director, Ohara Museum of Art

■ The American Advisory Committee for Japanese Studies

Members (in alphabetical order) (as of March 31, 2008)

Mary Elizabeth Berry	Professor at the University of California, Berkeley	Wesley Jacobsen	Professor at Harvard University
Kent Calder	Professor and Director of Edwin O. Reischauer Center for East Asian Studies at Johns Hopkins University	William W. Kelly	Professor at Yale University
James C. Dobbins	Professor at Oberlin University	Leonard Lynn	Professor at Case Western Reserve University
Wayne Farris	Professor at the University of Hawaii, Manoa	Susan Napier	Professor at the University of Texas, Austin
Sabine Fruhstuck	Associate Professor at the University of California, Santa Barbara	Laurel R. Rodd	Professor at the University of Colorado, Boulder
Laura Hein	Associate Professor at Northwestern University	Leonard Schoppa	Associate Professor at the University of Virginia
		Veronica Taylor	Professor and Director of the Asia Law Center at the University of Washington
		Kristina K. Troost	Chief of International and Regional Studies, Perkins Library, Duke University
		Kikuko Yamashita	Associate Professor at Brown University

■ Advisory Committee of the Maison de la culture du Japon à Paris (The Japan Cultural Institute in Paris)

This Committee serves as an advisory body to the President of the Maison de la culture, and oversees its management.

Members (in alphabetical order) (as of March 31, 2008)

From Japan		From France	
Fukuhara Yoshiharu	Honorary Chairman of Shiseido Co., Ltd.	Paul Andreu	Architect
Haga Toru	Director of Okazaki Mindscape Museum, Honorary President of Kyoto University of Art and Design, and Professor Emeritus at the University of Tokyo	Alain Chevalier	Former Chairman of LMVH
Higuchi Yoichi	President of the Maison Franco-Japonaise, Member of the Japan Academy, and Professor Emeritus at the University of Tokyo	André Larquié	President, Palais Omnisport de Paris-Bercy
Ito Junji	Art Critic and Professor at the Faculty of Art and Design, University of Toyama	Jean Maheu	Advisor to the French Audit Commission
Nishigaki Toru	Professor, Graduate School of Interdisciplinary Information Studies, at the University of Tokyo	Jacques Rigaud	Former President, L'Association pour le Développement du Mécénat Industriel et Commercial
Ogino Anna	Author and Professor at the Faculty of Letters, Keio University	André Ross	Former French Ambassador to Japan
Sado Yutaka	Conductor	Christian Sautter	Deputy Mayor of Paris in Charge of Economic Development, Finance, and Employment
Sakai Tadayasu	Director, Setagaya Art Museum	Louis Schweitzer	Chairman of Renault, President of the High Authority to Fight Discrimination and Promote Equality, and Chairman of the Board of <i>Le Monde</i>
		Pierre Soulages	Artist and painter
		Valérie Terranova	Secretary-General of the Jacques Chirac Foundation

Overseas offices

■ The Japan Foundation, Seoul

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■ The Japan Foundation, Jakarta

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■ Thailand

Southeast Asian Bureau

The Japan Foundation, Bangkok

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■ The Japan Foundation, Manila

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■ The Japan Foundation Center for Cultural Exchange in Vietnam

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■ The Japan Foundation, Kuala Lumpur

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■ The Japan Foundation, New Delhi

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