

## Activities by Overseas Offices

The Japan Foundation operates globally with 23 offices in 21 countries. Each office offers a wide range of programs attuned to local needs in the fields of arts and culture, Japanese-language education, Japanese studies and intellectual exchange.



"TWIST & SHOUT" exhibition (see the section of the Japan Foundation, Bangkok)

### Asia | The Japan Foundation, Seoul

#### Solving common issues together based on strong relationships built upon cultural exchange activities



Joint concert of Agatsuma Hiromitsu and PURI at the Chuncheon Japan Week

Having been relocated to a student area in Seoul in November, the Japan Foundation Seoul conducted a variety of programs in fiscal 2009 under the key themes of strengthening the collaborative relationship between Japan and Korea and solving common issues of the two countries.

■ We participated in the 15th Seoul International Book Fair (SIBF) together with the Publishers Association for Cultural Exchange (PACE). Japan was selected as the Guest of Honor of SIBF in 2009. About 3,300 Japanese titles from 13 Japanese participating organizations were exhibited. In the Japan Week event in Chuncheon, we hosted a joint concert of Tsugaru-samisen player Agatsuma Hiromitsu and a Traditional Korean music group.

■ We also offered an intensive training program for Japanese-language teachers at secondary schools during the summer and winter vacations. In September, we organized the Second National Japanese-Language Students Play Recital under the sponsorship of Japanese companies. Sixty-four junior high schools and high schools across the nation participated in the event, and the first and second-placed schools were invited to join a study tour to Japan sponsored by the Ministry of Foreign Affairs of Japan.

### Asia | The Japan Foundation, Beijing

#### Sharing what's happening in the Japanese pop culture scene with young Chinese people



Funky Monkey Babys perform at J-pop in China

Japanese pop culture is very popular among the Chinese youth. The Japan Foundation Beijing offered many events in this field, which attracted a lot of attention.

■ In November, some 1,700 people enjoyed a live concert of Japanese musicians, Funky Monkey Babys and Kato Kazuki and a karaoke event for Japanese and Chinese participants at the "J-pop in China 2009." Another J-pop event, "Anime Festa 2009," enjoyed great popularity with approximately 3,150 visitors. The two-day event included a screening of a Japanese anime film *Summer Wars*, a talk show of Japanese voice actors, and a lecture on joint anime production between Japan and China.

■ In response to strong demand, the JLPT is made available twice a year from fiscal 2009. The test, offered in 70 locations in 38 cities, was taken by more than 374,000 examinees, the highest number ever. In addition, an intensive training course for Japanese-language teachers in high schools and universities was offered again in fiscal 2009. More than 300 educators participated in the six-day training, which was held in two cities in summer and spring.

■ A lecture and gathering for writer Hideo Levy was also held in Beijing and Nanjing. A total of 180 students and scholars attended.

Asia | **The Japan Foundation, Jakarta**

### Introducing broader elements of traditional and contemporary culture programs to encourage greater interest in Japan



ICAF 2009 film seminar

After many events held to mark the Japan-Indonesia Friendship Year in 2008, the first Jak-Japan Matsuri (Japan Festival in Jakarta) was held in October, 2009. The Japan Foundation Jakarta offered many programs to promote greater interest and deeper understanding of Japanese culture in the country.

■ A collaborative performing arts project, *Garibaba's Strange World* by Pappa TARAHUMARA and Indonesian artists enjoyed great success with the total audience of 2,100. At the Inter College Animation Festival (ICAF) 2009, a part of the Jakarta International Film Festival, the latest and selected works by Japanese film students were presented.

■ A Japanese-language text book, *Sakura*, produced by Indonesian government and the Japan Foundation was introduced to high schools in Indonesia, in response to the growing number of students studying Japanese in their second foreign-language class. We also expanded our support for Japanese-language teachers in high schools.

■ We held an international symposium titled "Islam and Modernization," aiming to develop a stronger intellectual network between Japanese researchers and Muslims in Southeast Asia. We also provided support for the University of Indonesia, a leading institute of Japanese studies in the country.

Asia | **The Japan Foundation, Manila**

### Introducing the rich diversity of Japanese contemporary culture to young people



Tokyo-Manila Street Fashion Exhibition at the Nihongo Fiesta

To foster local interest in Japanese culture and language, the Japan Foundation Manila hosted the Nihongo Fiesta in February 2010, featuring Shonen Knife concert, a photo exhibition on youth fashion, and a street fashion contest, offering the opportunity to experience a wide variety of Japanese contemporary culture.

■ During the Philippines-Japan Friendship Month in July, we organized a Japanese film festival, a contemporary arts exhibition, and the "J-Classic Concert" featuring young Japanese artists. The concert attracted nearly 1,000 people. In addition, five Japanese and Philippine documentary films about social issues of both countries were also screened for public viewing.

■ To introduce Japanese companies' technological excellence and dedication to quality manufacturing, we arranged lectures in local high schools and tours to Japanese factories. These events attracted 246 students from six high schools in Manila.

■ As part of the support for the peace-making process in the conflict-affected region of Mindanao, we cooperated with the Magbasa Kita Foundation and the Philippine Center for Islam and Democracy (PCID) in organizing an international conference "Noorus Salam"(Light from Peace) aiming to develop network among Islamic women intellectuals for peace building.

Asia | **The Japan Foundation, Bangkok**  
(Which houses the Southeast Asian Bureau within its office)

### Celebrating a milestone year of arts, dance and other cultural events



Opening event of "TWIST & SHOUT" exhibition

In 2009 or Mekong-Japan Exchange Year, we offered a variety of cultural events in Thailand.

■ Our contemporary Japanese arts exhibition to celebrate the Exchange Year, "TWIST & SHOUT," was well received by over 30,000 visitors. Throughout the year, the audience enjoyed a joint dance performance *Koukashita* by Japanese and Thai artists; a theater performance and costume workshop *Yui*; a talk on fashion by Koshino Junko; a jazz concert by UNIT ASIA; and screenings of Japanese films by female directors, among others.

■ To support regional activities and expand the network of Japanese-language education in Thailand, the Japan Foundation and five Thai academic institutions offered training courses for 85 Japanese-language high school teachers in three regional cities.

■ More than 160 researchers in Japanese studies gathered for the third annual conference of the Japanese Studies Network of Thailand, which was held in a regional city for the first time. We also co-organized a legal seminar on environmental protection and laws with the Supreme Administrative Court of Thailand, inviting guest speakers from Japan. The seminar was attended by 433 participants, including judges and prosecutors.

Asia | **The Japan Foundation, Kuala Lumpur**

### Aiming to develop further as the information center of Japanese culture



Travelling seminar for Japanese studies researchers

After our office's relocation, we repositioned ourselves as a vital information center for Japanese culture and collaborative partner with organizations sharing the same interest.

■ Various genres of the Japanese culture were introduced. One of the program was the ever-popular Annual Japanese Film Festival. Others include the much well received exhibition on "Japanese Design Today 100", collaborative dance performance *We're Gonna Go Dancing* with Malaysian students and the lectures/workshops on Noh theatrical performance. The benefit of the visits by Malaysian culture figures to Japan under our invitation was further cascaded when they share their experiences with their peers at public talks held at our center.

■ Secondary schools offering Japanese has doubled its number to 85 for the past five years. We collaborated with the Ministry of Education in the full implementation of the new Japanese language syllabus by 2012. Improving the language and teaching skills of teachers were enhanced through our courses and consultancy services.

■ A travelling seminar on Economic Partnerships in Northeast, attended by about 300 people, was held to enhance networking among academicians.

## Delivering quality programs showcasing the harmony created by the combination of Japanese and Indian cultures



Performance of Kathak dance

The Japan Foundation New Delhi has been playing an important role as a liaison between Japanese governmental organizations, NGOs, Indian organizations, and individuals through various programs such as Fukuoka Study Abroad Fair, organized with the Fukuoka prefectural government, attracted 200 people in two days.

■ We hosted a Indian Kathak dance performance, which was inspired by the story of 'Konohanasakuya-hime' (blossom-princess) in Japanese mythology. The show was co-produced with Japanese dance performers and Indian musicians. We also held an exhibition of print works by Hasegawa Satoshi entitled "At Waste," in February, attracting some 250 visitors with a dance performance by Nonomura Akiko.

■ In addition to developing various educational materials, we sponsored the South Asia Japanese Speech Contest. Under the JENESYS Programme, five young teachers from Japan taught Japanese to Indian students in four cities during their 10-month stay.

■ Around 80 people attended the fifth Japan-India Literature Seminar, with guest speakers from the National Institute of Japanese Literature. We also organized a seminar titled "Language Education as a Bridge between Language and Culture" and a symposium with the International Research Center for Japanese Studies, "Japan in the Eyes of South Asia in a Asian New Era."

## Introducing Japanese culture and language to young Vietnamese people



Tea ceremony seminar at the library within our office

In Vietnam, interest in Japan and its culture has been growing, demonstrated by a 140% growth in the number of Japanese learners in the past three years. The country now has the world's eighth- largest community of Japanese learners. In 2009, we focused on expanding and improving Japanese-language education programs; offering many cultural exchange events across the nation; and improving the library and other facilities.

■ At the Japanese Film Festival, six recent films including *Tokyo Tower* were presented in three cities, attracting more than 10,000 viewers. We also invited 11 Vietnamese artists and cultural figures to Japan, and they visited the sites of the 1945 atomic bombing, exchanged opinions with Japanese cultural and academic peers.

■ We also offered training sessions both in Vietnam and Japan for Japanese-language teachers at secondary schools, and assisted in textbook development. In fiscal 2009, over 14,000 took JLPT.

■ We also supported the international symposium on Japanese Studies organized by the Vietnam Academy of Social Science, which attracted over 200 people from Vietnam and other Asia-Pacific countries. A lecture on Japanese literature by Numano Mitsuyoshi of the University of Tokyo was held in four cities. There was active discussion between the professor and the audience.

## Rolling out new projects to introduce the rich diversity of Japanese culture



"Under the Crystal Sky" by Pip &amp; Pop at the Facetnate! exhibition

The Japan Foundation Sydney has been launching a number of new projects, such as the J-Cinema Project, which supports the study of Japanese language and culture through Japanese movies. The *Happy Family Plan* DVD sets, the first product released under the project, have been well received among local educators and designated as recommended teaching materials for secondary schools (NSW State).

■ Our annual Japanese Film Festival took place in six cities. In Sydney and Melbourne, the 21-film festival attracted more than 10,000 visitors. An art contest for emerging artists, "Facetnate! 2009," attracted more than 30 applicants and exhibitions of the three finalists' award-winning works were also held.

■ A full line-up of our online training courses for Japanese-language teachers has been released. In fiscal 2009, 72 teachers took the courses. A Japanese video contest also started, and this drew a great response; as 95 schools participating.

■ We also held a two-city lecture by Professor Arthur Stockwin, winner of the Japan Foundation Award 2009 and the founding director of the Nissan Institute of Japanese Studies at the University of Oxford. Approximately 180 people attended to his insightful talks on Japan's change in government and its implications.

## Offering various cultural programs and building upon local people's amicable feelings toward Japan



Lecture meeting on Japanese socio-economy

To celebrate 80 years of Japan-Canada diplomatic relations, the Japan Foundation, Toronto organized many cultural events with Canadian organizations and supported educational and research initiatives in fiscal 2009. To make our office more visitor-friendly, we extended the service hours of the library, organized new events, and created a section to introduce Japanese pop culture. As a result, our office was visited by 26,000 people, a significant increase from 19,000 in fiscal 2007.

■ We held a Japanese film festival in 10 cities across the nation, and supported Canadian film festivals. We also hosted Sato Koichi Poster Exhibition, and the Origamic Architecture Exhibition, among others.

■ We started web-based broadcasting of the National Japanese Language Speech Contest (Canada) in fiscal 2009. In addition, we offered workshops on Japanese-language education across the country.

■ We supported the annual conference of the Japan Studies Association of Canada, a network of researchers and graduate students in academic institutes in the country. We also offered lectures on Japan, including those on contemporary Japanese politics and the changing socio-economy in Japan.

The Americas | **The Japan Foundation, New York**

## Effectively fostering greater understanding of Japan through cultural programs in major cities



Writer Matsuura Rieko enjoying discussion with participants in a seminar on contemporary Japanese literature

We concentrate our cultural events, ranging widely from Kyogen theatrical performances to fashion, in major cities, such as Washington D.C. and Chicago, to effectively foster greater understanding of Japan. In line with the Initiatives to Strengthen Japan-U.S. Exchanges, which was announced in 2007, we also supported, sponsored, and operated many cultural exchange programs.

■ As part of our programs to introduce contemporary Japanese literature, we invited Matsuura Rieko, author of *The Apprenticeship of Big Toe P*, and the translator of its English translation, to our story-time and discussion events in New York and Seattle.

■ The Japan Foundation New York provided grants for nine research institutions and fellowships to 31 researchers in its capacity of the secretariat office for the American Advisory Committee for Japanese Studies, and supported network building for researchers in Japanese studies through international conferences and symposiums, including the Annual Conference of the Association for Asian Studies. We also launched the Japan-U.S. Public Intellectual Network Program for Future and a new program for graduate students, aiming to promote understanding and interest in Japan among young and mid-career researchers.

The Americas | **The Japan Foundation, Mexico**

## Building stronger ties between Japan and Mexico to celebrate the relationship over 400 years



Performance of Okinawa music at the Jose Marti Theater

Despite the cancellation of some events in spring due to the spread of H1N1 flu cases, we were still able to offer many events to commemorate the 400th Anniversary of Japan-Mexico Relations and build an even stronger relationship between the two nations.

■ We hosted a concert of Okinawa musicians, attracting an enthusiastic audience of 260 people. The musicians introduced some songs with lyrics written in the local Okinawa dialect during their performance. We also held 'daiji-kigo', large-style calligraphy demonstration, by Hamasaki Michiko. Her demonstration in three locations in Mexico City attracted some 590 people.

■ To coincide with the Japanese-language symposium, we held an explanatory session on the new JLPT to provide detailed information on the test. Under our programs, Japanese-language teachers and advisors travelled around the country to help improve the quality and popularity of Japanese education in regional areas.

■ In March, "The International Symposium for the 400th Anniversary of Mexico-Japan Relations 'Perspectives of Nikkei diaspora: Japan, Mexico and America'" was held at El Colegio de Mexico (The College of Mexico). During the two-day event, there were active discussion on a broad range of related topics, together with presentations and a film screening and photo exhibition.

The Americas | **The Japan Foundation, Los Angeles**

## Promoting a wide array of lecture and demonstration events for greater and deeper understanding of Japan



Demonstrating how to put on kumadori-style makeup (Photo by Okada Nobuyuki)

In fiscal 2009, the Japan Foundation Los Angeles offered a large number of lectures by cultural specialists, aiming to promote local understanding and interest in Japanese culture.

■ In October, a five-city tour of the Kabuki Lecture and Demonstration in Los Angeles, San Francisco, Seattle, Portland, and Denver, received good reviews. For the event, which was produced by Shochiku Co., Ltd., eight performers and other theatrical staff from Japan provided lectures on history, music, Onnagata (female impersonators) and other elements of Kabuki, and demonstrated the unique makeup and dressing techniques of the ancient art along with a stage performance. The event venues in the five cities were filled to capacity. A total of 4,000 visitors appreciated the opportunity to learn the essence of Kabuki in a comprehensive way.

■ We participated in the annual convention of the American Council on the Teaching of Foreign Languages, which was attended by some 6,000 individuals, as an exhibitor of the Japanese Pavilion hosted by the National Council of Japanese Language Teachers. We took that opportunity to actively build a network and share information with language teachers in the hope of promoting the development of foreign language education in the country.

The Americas | **The Japan Foundation, Sao Paulo**

## Marking another milestone year in the history of Japan-Brazil relations



Travelling photo exhibition, "Scenes of Childhood: Sixty Years of Postwar Japan"

In 2009, we marked a new phase in Japan-Brazil relations with many events, after celebrating the 100th anniversary of Japanese immigration to Brazil in 2008. Among those events was a travelling photography exhibition, "Scenes of Childhood: Sixty Years of Postwar Japan," held in cooperation with Japanese Brazilian communities across the country. The exhibition provided an opportunity to look back on the history of the two countries and was well received by visitors. We also improved the user-friendliness of our library by allowing library catalog to be accessed through the internet so that users can search books freely.

■ Many Japanese pop culture events were also held across the country, including Lolita fashion shows and lectures, which attracted about 20,000 visitors at the Japan Fair in Recife.

■ In addition to teacher training in Brazil and neighboring countries and textbook development for secondary education in Sao Paulo State, we conducted a survey on the status quo of the distribution of Japanese-language education in Brazil.

■ We hosted a lecture on sustainable architecture and play environments for children by Senda Mitsuru, former chairman of the Architectural Institute of Japan, in three cities, attracting a total of 1,500 people.

## Actively presenting Japanese pop culture, including manga and anime



Ryujin concert ©Mario Boccia

As the Japanese pop culture remains in the ever-growing limelight throughout the world, we organized in fiscal 2009 a series of events to showcase its various trends which especially attracted younger generations in Rome and drew their interest also for the traditional aspects of Japanese culture.

■ Together with the Embassy of Japan in Italy and other Italian organizations, we organized a Japanese cultural fair “Japanitaly” with film screenings, Japanese food, and sake stalls. Two lectures, one with Japanese cartoonist Hagio Moto and the other with media-sociologist Marco Pellitteri, were welcomed by the audience with a great interest, while the Okinawan Eisa concert by Ryujin, a co-project with the Fondazione Musica per Roma, inaugurated a series of cultural events by the City of Rome in collaboration with foreign cultural institutes in Rome.

■ More than 480 students attended our Japanese language courses from beginner to advanced-level in fiscal 2009. Besides the courses, we doubled our “Wai-wai Shaberiamo” free-talking sessions for Italian learners with Japanese volunteers to a semi-monthly basis, with a total of 200 participants through the year.

## Creating more opportunities for intellectual exchange under new partnerships



Intellectual exchange symposium “Think of the Crisis”

In fiscal 2009, we implemented more than twice as many programs as the previous year by actively working with other academic and cultural exchange organizations.

■ We hosted the “Jazz in Japan” festival, featuring Terai Naoko and other leading Japanese musicians. The event to introduce the Japanese jazz scene, which was broadcast on radio. We also organized a photography exhibition, “Voyage: View of the world by Japanese Photographers,” with the Tokyo Metropolitan Museum of Photography. The event was held in association with the Paris Biennale PHOTOQUAI, which attracted 6,621 visitors.

■ We also provided a training program for Japanese-language teachers in secondary schools for the first time in France. Working with the Centre Européen d’ Etudes Japonaises d’Alsace (CEEJA), we also held a training course for about 40 Japanese-language teachers from 21 European countries, who improved their teaching skills, shared information and built new relationships with their peers.

■ A symposium aiming to use Japanese insight to find solutions to global issues “Think of the Crisis” was held with the participation of 145 people. Japanese speakers’ presentations for this event for intellectual exchange between Japan and France appeared in the French daily newspaper Le Monde.

## Celebrating our 40th anniversary and aiming to increase our profile in Germany



Hosoe Eikoh photo exhibition

We celebrated the 40th anniversary of the Japan Cultural Institute in Cologne by holding a ceremony, publishing a commemorative journal, and hosting various events. In addition to Japanese traditional culture, we also introduced Japanese pop culture, contemporary literature and performing arts.

■ We offered a number of programs to introduce the latest Japanese culture, including the premier of the Japan Foundation’s travelling exhibition “Winter Garden,” screenings of Japanese contemporary films, titled *Japan Pop*, and lecture series on Japanese contemporary literature. We also introduced Japanese traditional culture, presenting workshops, demonstrations, and lectures on Wagashi confectionary, Ikebana and others. Furthermore, we also organized an exhibition of photographer Hosoe Eikoh’s works in cooperation with other organizers.

■ In fiscal 2009, we have overhauled our pilot Japanese course and worked with other Japanese-language institutions to develop a stronger network by providing training sessions for the teachers.

■ We hosted a symposium on the quality of life of senior citizens, an issue that both Japan and Germany are facing. We also cooperated with Heidelberg University in establishing a Japan-German interpretation course in its master’s degree program.

## Adopting an innovative approach to promote greater interest in Japanese culture



Trying Kasamawashi, a typical Edo-Daikagura trick

In fiscal 2009, we have continued in our efforts to provide greater access to Japanese culture through our unique, innovative programs not only in London, but in cities throughout the country. As a result, the number of projects has increased by around 50%, and attendance at our events has doubled, while both the number of subscribers to our e-bulletin, and the traffic to the website grew by more than 30%.

■ Five lectures with Japanese musicians were held to introduce the rich diversity of Japanese music, attracting more than 320 people, while some 1,000 spectators attended a five-city tour of Kendama and Edo-Daikagura performances by expert jugglers from Japan.

■ Adding a new beginners’ group presentation category, the Japanese Speech Contest for University Students offered 185 contenders the opportunity to demonstrate the results of their daily efforts in Japanese language study.

■ A total of 15 experts on cultural heritage in Japan, China and Korea were invited to take part in active discussions with an audience of 80 people for the international symposium, “Cultural Heritage ? in East Asia”. We also hosted a lecture by Prof. Arthur Stockwin, University of Oxford, to commemorate his Japan Foundation Award 2009.

Europe | **The Japan Foundation, Madrid**

## Creating a new office to act as a cultural bridge between Japan and Spain



Lecture on Noh theater in Barcelona

The Japan Foundation Madrid was established in spring 2010. The launch of the new office was realized under “Plan Japan,” a project of the Madrid government as it aims to strengthen its relationship with Japan. Receiving support from and working together with the municipal government and cultural organizations in Spain, we established a temporary office within the headquarters of Casa Asia, a partner of the Japan Foundation, to prepare for the official launch.

While preparing for the Noh performance event in April 2010 to celebrate the grand opening of our Spanish office, we offered many pre-launch events across Spain to promote local understanding of this traditional theatrical art, such as lectures by Japanese specialists in Noh costume and related exhibitions, lectures by Spanish researchers specializing in Japanese studies, and film screenings of Kurosawa Akira’s titles which have a strong connection with Noh.

Europe | **The Japan Foundation, Budapest**

## Introducing the depth and breadth of Japanese culture in the Japan-Danube Friendship Year



Workshop of Hachioji Kuruma Ningyo

We organized a number of programs to promote Japanese culture to celebrate the Japan-Danube Friendship Year 2009, or the 140th anniversary of the establishment of, and the 50th anniversary of re-establishment of, diplomatic relations between Japan and Hungary. As the office managing activities in 14 countries in Central and Eastern Europe, the Budapest Office also continued its efforts to promote Japanese culture and language throughout the region.

■ In the exhibition, “WA: the Spirit of Harmony and Japanese Design Today,” co-organized with Museum of Applied Arts, more than 5,000 people visited to view a collection of 160 industrial products with excellent design quality. As the event to wrap up the Friendship Year, we invited a living national treasure Tsuruga Wakasanojo XI, Nishikawa Koryu V and their companies to perform Shinnai Joruri narrative singing and Hachioji Kuruma Ningyo puppet show. The two-day event attracted some 860 people.

■ From 11 countries in Central and Eastern Europe, 47 Japanese-language teachers participated in our training session in Budapest, developing a network of Japanese-language educators in the region. As part of the Japan-Hungary Cooperation Forum programs, we provided salary support grants for 10 Japanese language institutions in Hungary.

Europe | **The Japanese Culture Department “Japan Foundation” of the All-Russia State Library for Foreign Literature**

## Upgrading our activities to better serve as the center of cultural exchange between Japan and Russia



Learning how to play Japanese traditional games for children

In fiscal 2009, we focused our efforts on developing our facilities and operational infrastructure, and improving our program portfolio. Among our programs, a periodical lecture series on Japan by researchers and specialists living in Russia, and demonstrations on Ikebana and calligraphy are particularly popular. To promote understanding of Japan among Russian children and youth, we also regularly visit schools and other facilities to introduce Japanese culture.

■ Invited to the Chekhov International Theatre Festival 2009, we hosted Bunraku performances of *Sonezaki Shinju* (The Love Suicides at Sonezaki) for eight days. About 4,800 people enjoyed the first performance of this Japanese traditional puppet show in Russia.

■ To support teaching activities, we lent out *Kabanno-Nakano-Nihon*, a Japanese language and culture teaching kit that we produced in 2008, to 20 elementary and secondary schools in the country.

■ We also co-organized the sixth Japan-Russia Forum with Russia’s Institute of Contemporary Development. Around 50 governmental officials and experts from both countries participated in the forum to discuss the outlook for Japan-Russia relations in the context of globalization in the Asia-Pacific region.

Middle East | **The Japan Foundation, Cairo**

## Promoting interest in Japan by offering cultural programs that appeal to young people



Lecture by Nagai Go at Academy of Arts, Higher Cinema Institute

In fiscal 2009, the Japan Foundation Cairo implemented many programs designed to appeal to young people (accounting for more than half the total population of Egypt) at easy-to-access locations.

■ Lectures by manga artist Nagai Go were enthusiastically welcomed. His anime, *Mazinger Z*, broadcast on TV in Arab countries during the 1990s, has many fans in the region. We also invited Tokyo Freedom Soul, a Japanese jazz unit, to the Second Cairo Jazz Festival. The Japanese film festival, featuring *Kamikaze Girls* and other recent titles by young directors, also received great popularity.

■ We have been promoting the widespread use of the JF Standard for Japanese-Language as part of our efforts to build the foundation for Japanese-language education activities in the Middle East. During fiscal 2009, we initiated a new Japanese course for beginners, aiming to provide more opportunities to learn Japanese language and culture.

■ We supported universities in inviting visiting professors or offering intensive introductory Japanese studies courses. We also started the development of the Japanese studies researchers in the field of social science by, for instance, inviting young researchers to training courses for intellectuals in Middle East.