

THE
JAPAN FOUNDATION
2009/2010
Annual Report

About the Japan Foundation

The Japan Foundation was established in October 1972 as a government-affiliated special corporation with the objective of promoting international cultural exchange through the implementation of comprehensive programs. On October 2003, the Foundation was relaunched as an independent administrative institution under the Ministry of Foreign Affairs.

With its global network consisting of the Tokyo headquarters, a Kyoto office, two domestic Japanese-language institutes (the Japan Foundation Japanese-Language Institute, Urawa; and the Japan Foundation Japanese-Language Institute, Kansai) and 23 overseas offices in 21 countries, the Foundation operates a number of programs, often in partnership with other organizations, focusing mainly on three areas: Arts and Cultural Exchange, Japanese-Language Education Overseas, and Japanese Studies and Intellectual Exchange.

Based on a government endowment of 113 billion yen, the Foundation's activities are financed by annual government subsidies, investment revenue, and donations from the private sector. As of March 31, 2010, the Japan Foundation has 230 staff members.

History

1972	The Japan Foundation established.
1989	Japanese-Language Institute, Urawa established.
1991	Center for Global Partnership established.
1997	Japanese-Language Institute, Kansai established.
2003	The Japan Foundation relaunched as an independent administrative institution.
2006	China Center established.

The Japan Foundation was established with the objective of conforming to the following legislation passed in 2002.

Article 3 of the "Law of the Japan Foundation Independent Administrative Institution":

The purposes of the Japan Foundation Independent Administrative Institution (Dokuritsu Gyosei Hojin Kokusai Koryu Kikin: hereinafter called the "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.

Three Main Activities

Arts and Cultural Exchange

Creating opportunities to encounter the values embodied in Japanese art and Japanese life

Japanese arts—fine art, music, theater, literature, and films—and everyday culture such as food and fashion inspire interest in Japan. They give insights into how Japanese people think and act, and communicate feelings and emotions without needing to understand Japanese. The Japan Foundation creates opportunities for encounters with Japanese art and culture, running programs for international contact between practitioners.

Japanese-Language Education Overseas

Increasing the number of people who speak Japanese increases the number of people who understand Japan

Students of Japanese gain understanding and appreciation of Japan in addition to knowledge of the language. The Japan Foundation encourages teaching of the Japanese language around the world, and ensures the quality of the education that students receive. Programs include organizing the JLPT, developing teaching materials, supporting new Japanese courses, and providing local and Japan-based training programs for Japanese-language teachers.

Japanese Studies and Intellectual Exchange

Combining a deeper understanding of Japan with an interest in learning about the world is key to resolving issues that we all share.

To encourage Japanese studies, the Japan Foundation supports institutions and academics around the world and assists networking. Top academics are introduced to Japan, giving the Japanese people access to world level knowledge and insights into global intellectual trends. This gives the international scholars a deeper understanding of Japan, fosters the development of shared perceptions, and facilitates discussion of shared issues.

Calendar of the Major Programs 2009/2010

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- Exhibition "AVANT-GARDE CHINA: Twenty Years of Chinese Contemporary Art" [Japan]
- **"WA: The Spirit of Harmony and Japanese Design Today"** [Hungary, Germany, Poland] → P.39
 - Traveling Exhibition "Out of ordinary / extraordinary: Japanese Contemporary Photography" [UK]

- The 22nd Tehran International Book Fair [Iran]
- Film screenings "1969! Japanese Nouvelle Vague" [Germany]
- The Kita-ryu (school) Oshima Noh Theatre North Europe Performance Tour [Finland, Sweden]
- Guest of Honor (Japan) at the 15th Seoul International Book Fair [Korea] → P.34

● Support of Exhibition and Preservation of Cultural Assets at Kaman-Kalehöyük Archeology Site

- Agatsuma Hiromitsu Concert Tour in Korea "AGATSUMA & PURI" [Korea]

● Japan Pavilion: The 53rd Venice Biennale 2009 "Windswept Women: The Old Girls' Troupe" by Yanagi Miwa

- Pappa TARAHUMARA *Garibaba's Strange World* in Indonesia [Indonesia]
- *Tsuru to Kame* Concert in Central Asia [Kyrgyz, Tajikistan, Kazakhstan]
- **Bunraku Performances in Moscow** [Russia] → P.13

● Indonesian Version of *Nihongo de Care-navi* Launched

- Short-Term Training Program in Japan for Thai Japanese-Language Teachers [Japan]
- Training Program for Indonesian Japanese-Language Teachers in Secondary Education [Japan]
- The 37th Japanese-Language Education Training Seminar [Thailand]

- Short-Term Training Program for Overseas Teachers of the Japanese Language for 2009 Spring [Japan]

- Training Program for Malaysian Japanese-Language Teachers in Secondary Education [Japan]

- Training Program for Leading Teachers of Japanese-Language [Japan]

● The 50th International Speech Contest in Japanese

- Japanese-Language Program for Specialists in Cultural and Academic Fields [Japan]

- Public Lecture "Nihongo Doki-Doki Taiken Koryu Katsudo-shu: Japanese Through Real Activities" [Japan]

● Lecture by Wang Jisi (Dean of School of International Studies, Peking University)

"My View on Japan, Perspectives and Suggestions on Japan-China Relations"

- Conference and Table Ronde "EDO - Life and Culture of the Edo Era" [France]
- JENESYS Programme "Migration and the Role of Community amid the Global Financial Crisis" [Japan]

● International Symposium "Fostering Peace Through Cultural Initiatives Perspectives from Japan and Germany"

- Japan-US Collaboration Seminar on APEC "APEC as an Asia-Pacific Community: Looking Ahead to Japan and the U.S. Chairmanships" [Japan]
- The Japan Foundation Kyoto Office Lecture "Japanese Calendars - a Cultural History" [Japan]

● FULBRIGHT/CULCON Joint Symposium "Japan & US Soft Power: Addressing Global Challenges"

- Lecture "Defense Policy of Japan: Temptation for Change" [France]

● Sichuan Earthquake Follow-Up Project

- Japan Outreach Initiative [US]

- Lectures on Contemporary Japan "Border Crossings" [Australia]

- Music Classical Concert in Asia Pacific Region "A Night of Japanese Harmony" [Australia, New Zealand, Philippines]

- "Heart-to-Heart": Long-Term Exchange Program for Chinese to High School Students-Presentation by Participants of the 3rd Term before Returning to China [Japan] → P.16

- Instruction on Techniques of Human Resource Development of Judo [Lebanon]

- Japanese Film Festival "Eiga-sai '09" [Philippines] → P.14

- Japanese Culture Event "Japanitaly" [Italy] → P.38

- Lecture and Workshop "Furoshiki: Design and Ecology" [Brazil]

- Lecture and Demonstration "Kendama & Edo-Daikagura" [UK, Denmark]

- New Japanese Pop Movies [Germany]

- Traveling Exhibition "Winter Garden: The Exploration of the Microcosm Imagination in Contemporary Japanese Art" [Germany]

- "true" Tour in Europe [UK, Netherlands, Germany, France]

- The 11th Japanese Film Retrospective: The Films of Ichikawa Kon [Russia]

- Touring Japanese Film Festival in India / Retrospective of Naruse Mikio [India]

- Exhibition "Voyages-Regards de photographes japonais sur le monde" [France]

- Exhibition "Kami; Silence-Action - Japanese Contemporary Art on Paper" [Germany]

- Kabuki Lecture and Performance "Backstage to Hanamichi" [US]

- Lectures by Nagai Go on Mazinger Z [Kuwait, Jordan, Egypt] → P.39

- "Flickers: New Media Art From Japan" [Vietnam]

- The 54th Belgrade International Book Fair [Serbia]

- The 20th anniversary of Japanese-Language Institute, Urawa [Japan]

- Australian Japanese Language Speech Contest [Australia]

- Teaching Material Development Project for Supporting Introduction to Japanese-Language Education in Secondary Education in Philippines [Philippines]

- Japanese-Language Education Seminar 2010 in Central and Eastern Europe [Hungary]

- Japanese-Language Learners Training in Japan (The Lee Soo-Hyun Memorial Program for Extending Invitations to Japan to Young People from Korea) [Japan and Korea]

- Indonesia Japanese-Language Education Association National Seminar "Japanese-Language Education Through Contrastive Linguistics" [Indonesia]

- Japanese-Language Education Experts Meeting [US]

- Japanese-Language Education Seminar: Japanese-Language Teaching Method Series "Teaching How to Speak" [Japan]

- National JET Japanese-Language Teaching Method Training [Japan]

- *The Japan Foundation Nihongo Kyojuho series* (series of teaching materials) *IV Bunpo wo Oshieru* (teaching grammar) Published [Japan]

- Training of Japanese-Language Teachers in Chinese Universities Follow-up Seminar [China]

- **Website of Erin's Challenge! I Can Speak Japanese. Launched** → P.23

- **"JF Standard for Japanese-Language Education 2010" Released** → P.24

- Japan-Korea Intellectual Exchange Project "Japan-Korea New Encounter through Social Corporations" [Korea]

- JENESYS Programme "Comprehensive Peacebuilding Initiatives of Young Leaders in Asia and Oceania: The Potentials of Culture and Education" [Japan]

- Japanese American Leadership Delegation Program Public Symposium "Building New Networks: An Era of 'Change' in Japanese American-Japan Relations"

- International Symposium "Modernization and Islam" [Indonesia]

- Japanese Studies Association of Mongolia, Japanese Studies Symposium 2010 [Mongolia]

- Abe Fellowship Program "Policy Forum" [Japan]

- Symposium: China-Japan Cultural Comparison Today [China]

- **The International Forum on Telling Live Lesson from Disasters** [Japan]

- Japanese Studies Seminar "Lecture by Professor Shinkai Shoji" [Thailand]

- Presentation Ceremony for the Japan Foundation Prizes for Global Citizenship [Japan] → P.8

- The 6th Japan-Russia Forum [Russia]

- Lecture "Theories and Practices of International Exchange" [Japan]

- Canadian Asian Studies Association Forum "Indigenous People, Development, and Climate Change" [Canada]

- Japan-China-Korea Leadership Forum for the Next Generation 2009 [China, Korea, Japan]

- Global Japanese Studies Scholars Forum 2009 [Japan] → P.28
 - Japan-China-Korea Cultural Exchange Forum [China]

- Beijing Center for Japanese Studies (Beijing Foreign Studies University and Peking University) the 6th Term of 3-year Plan Started [China]

- Second Seminar "Environmental Justice: Learning from Japanese Experience" [Thailand]

- Japan-Europe Intellectual Exchanges in Alsace "Japanese Studies Seminar on Meiji" [France] → P.30

- Asia Leadership Fellow Program [Japan]

- Japanese Studies Touring Lecture in Vietnam [Vietnam]

- Invitation Programme for US Graduate Students of International Relations and Journalism [Japan] → P.31

- Canada Japanese Studies Network Symposium [Canada]

- Middle East Japanese-Language Education Seminar [Egypt]

- Japanese-Language School Education Study Presentation 2009 [Japan]

- Long-Term Training Program for Overseas Teachers of the Japanese Language [Japan]

- Seminar on University Japanese-Language Teachers in China [Japan]

- Japanese-Language Program for Foreign Service Officers and Public Officials [Japan]

- The 20th Anniversary of Japanese-Language Institute, Urawa Commemorative Symposium "JF Standard for Japanese-Language Education: Usage and Potential" [Japan]

- The 20th Anniversary of Japanese-Language Institute, Urawa Commemorative Lecture and Ceremony [Japan] → P.22
 - International Symposium "Cognitive Linguistics Broadens Studies and Perspectives of Japanese and Japanese-Language Education" [China]
 - Public Lecture "Anime, Manga and Japanese-Language Education" [Japan]

- The Japan Cultural Institute in Cologne 40th anniversary Commemorative Event "Learning Japanese: Japanese-Language Education and Report on Learning Activities" [Germany]

- Short-Term Training Program for Overseas Teachers of the Japanese Language for 2009 Summer [Japan]

- The 4th National University Japanese-Language Teachers Training Seminar [China]

- Training Program for Korean Japanese-Language Teachers in Secondary Education [Japan]

- **New Japanese-Language Proficiency Test Guidebook Published**

- Japanese-Language Proficiency Test 2009 [3 countries and regions abroad (including Taiwan) and Japan] → P.21

- Short-Term Training Program for Overseas Teachers of the Japanese Language for 2009 Spring [Japan]

- The 4th National University Japanese-Language Teachers Training Seminar [China]

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Message from the President

The 2009 fiscal year was a year of change. Many transformational events and trends occurred in the political, economic and social arenas, both in Japan and overseas. Domestically, there was a change in government. Under the new administration, public projects came under the close scrutiny of the Government Revitalization Unit as their necessity, effectiveness and efficiency were assessed. This governmental move has inspired Japanese people to rethink what construes public interest and what roles public organizations should take. Against this backdrop, the Japan Foundation reviewed our international cultural exchange activities as a public organization and independent administrative institution, taking into account the issues discussed during the governmental budget screening and other reviews. As a result, it was decided that we pay back part of our funding to the government and place more emphasis on overseas activities involving our arts and cultural exchange programs.

Meanwhile, international interest in Japanese culture is as high as ever and becoming increasingly broad in scope. Contemporary Japanese culture — such as music, fashion, literature, and culinary culture, as well as manga and anime — enjoys great popularity abroad. Of course, many people are also interested in traditional Japanese culture and wish to have access to Japanese traditional performing and visual arts. An ethos of maintaining a harmonious co-existence incorporating both traditional and contemporary elements long held by Japanese people, along with an indomitable spirit that has led to the achievement of a safe and peaceful society can be considered another important aspect of Japanese culture, through which we can make positive contributions to the world. Indeed, operating cultural exchange activities based on the recognition of this broader sense of Japanese culture has become of greater importance in recent years.

To ensure we meet such international needs by introducing Japanese culture and promoting mutual understanding between Japan and the world in an effective and efficient manner, we at the Japan Foundation have also implemented many reform measures since October 2003, when we became an independent administrative institution, to enhance our program portfolio, organizational structure, and operational processes. To improve the program portfolio, we have become more selective about program implementation and more aggressive about overseas activities. Specifically, we have reorganized existing programs, improved and expanded our support for overseas Japanese-language education in order to meet greater demand, initiated theme-based programs such as “peace-building through culture,” among others. To improve our organization and structure, we realigned our organization corresponding to our three major activity areas: arts and cultural exchange, Japanese-language education overseas, and Japanese studies and intellectual exchange. We also established the Overseas Policy Planning Department to make our programs in each country and region more strategically effective. Our worldwide network has been expanded with the addition of new offices including the Japan Foundation, Madrid. For even better operations, we have also worked to reduce and streamline personnel expenses and other administrative expenditure and increase project-related income to

expand non-subsidized revenues. At the same time, we promoted partnerships with non-profit organizations, business communities and other contributors to international exchange activities to ensure greater project transparency. We will continue these efforts in order to realize greater achievements through even more efficient activities. We also intend to make our programs and activities more visible through active communication efforts.

Our activities in fiscal 2009 were guided by the aforementioned policies. In arts and cultural exchange, we continued to offer many events and programs so as to introduce Japanese youth culture and everyday life, such as manga, anime, and food, in response to strong international attention to these genres. We also organized many exhibitions and performances of Japanese traditional culture, which is the origin of modern culture, as part of commemorative events in association with the Mekong-Japan Exchange Year 2009, the Japan-Danube Friendship Year 2009 and others. As a program under the peace-building through culture strategy, we also invited the Chamber Orchestra of Balkans to Japan to perform. The orchestra members are all musicians from war-torn Kosovo, and representing different ethnicities.

In regard to Japanese-language education overseas, we launched two web-based learning tools, *Japanese in Anime & Manga* and the online version of popular TV program *Erin's Challenge! I Can Speak Japanese* to support learners inspired to study Japanese through anime and manga and for those who prefer learning online. To support teachers, we published the first edition of the “JF Standard for Japanese-Language Education 2010”. From fiscal 2009, the Japanese-Language Proficiency Test (JLPT) is held twice a year even at overseas test locations. As a result, the examinees of the JLPT in fiscal 2009 increased to approximately 770,000 people in 54 countries.

In Japanese studies, we hosted “the Global Japanese Studies Scholars Forum”, inviting leading intellectuals in this field from all over the world to Japan. The event provided an opportunity to discuss and share the opinions on the current situation of Japanese studies and the challenges the discipline faces in a changing international environment. As for academic exchange, we continued to offer forums for cross-border discussions to search for solutions to global issues, such as environmental protection and multiculturalism. We also continued to promote ongoing collaboration with other organizations both at home and abroad, aiming to contribute to peace-building efforts using the power of culture and cultural exchange.

In today's globalized world, it is obvious that Japan should maintain its social stability and prosperity through harmonious relationships with other nations and regions and contribute to advancing world peace and well-being. In this context, cultural exchange has a significant meaning, which helps Japan and its people play an even more active role and earn greater trust in the international community by enhancing mutual understanding between Japan and other nations and making a difference in the world through promotion of cultural activities. The Japan Foundation is committed to continuously contributing to this mission. We look forward to your continued support.

February 2011



Ogoura Kazuo
President

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Targets and Achievements of Operational Reform

Since making a fresh start as an Independent Administrative Institution in October 2003, we have been striving to improve our programs and operations for greater effectiveness, efficiency, and responsiveness to social needs.

In fiscal 2009, or the third year of our Second Mid-Term Plan (for the five-year period from fiscal 2007 to fiscal 2011), we continued our efforts in cost reduction, efficiency improvement, achievement of revenues aside from government subsidies, organizational reform, and to meet stakeholders' needs, aiming to achieve the plan's targets both in terms of programs and operations.

Mid-Term Plan: Operations of independent administrative institutions are guided by their approved mid-term (three to five-year) plans, developed by the institutions based on the guiding plans for the corresponding period established by the respective ministers. The Japan Foundation successfully achieved the targets of its First Mid-Term Plan (three and a half years from October 2003 to March 2007). The Second Mid-Term Plan outlines specific targets and plans for the five years from April 2007 to March 2012.

1. 15% Reduction in Administrative Expenses within the Five Years from Fiscal 2007

In the third year, we were able to reduce these expenses by 16.4% in total, primarily through the relocation of our headquarters to Yotsuya, Shinjuku-ku in Tokyo in April 2008.

2. Annual Reductions of at Least 1.2% in the Program Operation Costs Funded by Government Subsidies

In fiscal 2009, we achieved a 4.5% reduction of these costs while improving the quality of programs by collaborating with other organizations, promoting price competition, focusing on prioritized programs, providing information through websites, and executing other methods.

3. Increasing Operational Efficiency and Flexibility

We made reform to implement our programs more efficiently and flexibly in April 2009. We have also consolidated some departments within our headquarters and language institutes, and empowered some departments by building internal teams initiatives.

4. Utilizing External Resources and Increasing Revenues

We have partnered up with a number of domestic and international organizations to jointly conduct programs. For instance, with leading higher educational institutes in Japan, we participate in the operation of the Joint Research Institute for International Peace and Culture, and the Center for Japanese-Language Testing.

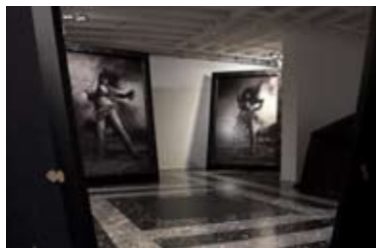
At the same time, we undertook a greater number of commissioned projects and solicited donations to grow our revenues.

5. Expanding Our Global Networks and Strengthening Partnerships

In addition to our overseas offices, we have conducted the projects in other countries while attempting cooperation and coordination with various institutions; the core members of the JF Nihongo Network "the Sakura Network," "the Center for Face-to-Face Exchanges" in China and cultural exchange organizations such as the British Council and the Goethe-Institut.

2009/2010 Activity Highlights

- Arts and Cultural Exchange
- Japanese-Language Education Overseas
- Japanese Studies and Intellectual Exchange



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The 53rd Venice Biennale 2009

The Japan Foundation organized the Japan Pavilion in the 53rd International Art Exhibition of the Venice Biennale 2009, an event often dubbed as the art-version of Olympics. The national pavilion featuring dynamic installations by Yanagi Miwa attracted some 237,000 visitors.

500,000 people

Performing Arts Network Japan

The annual traffic to this website that communicates what is happening in the Japanese performing arts scene topped 500,000. It means some 1,300 people visited the site every day. Artists who appeared in the interview section of the website in fiscal 2009 include Shigeyama Sennojo, Fujimoto Takayuki, Ninagawa Yukio, Ameya Norimizu, Miura Motoi, and Okada Toshiki.

270,000 people

Screening Japanese Films Around the World

By organizing and providing grants for film festivals, we offered opportunities to enjoy Japanese films to more than 270,000 people around the world, including 130,000 visitors to Japanese film festivals that we directly organized in 52 countries. Our film festivals presented both classics (e.g., *Midare Gumo* by Naruse Mikio) and recent works (e.g., *Megane* by Ojigami Naoko).

50,000 people

Membership of *Minna no Kyozaï* website reached 50,000

More than 50,000 Japanese-language teachers have registered as members of *Minna no Kyozaï*, a website offering useful teaching materials and ideas. Since its launch in 2002, the site has been serving as an indispensable information source for Japanese-language teachers around the world, including some 45,000 teachers (as of 2006) outside of Japan.

Once ↓ Twice

Test Can be Taken Twice a Year From Fiscal 2009

The Japanese-Language Proficiency Test (JLPT), designed to evaluate and certify the Japanese proficiency of non-native speakers, had been offered annually since its establishment in 1984. Responding to strong requests at home and abroad, the JLPT is now held twice a year, in July and December. As a result, the number of examinees during the fiscal year reached a record high of around 770,000.



First Bunraku Performance in Russia

Participating in the Chekhov International Theatre Festival 2009, the first Bunraku puppet performance was introduced to Russian audiences who had been long awaited since it is well known in Russia through movies and translated plays. During the festival, *Sonezaki Shinju* (The Love Suicides at Sonezaki) was performed eight times.



Japanese-Language Institute, Urawa Celebrates Its 20th Anniversary

The institute Urawa, marked its 20th anniversary in 2009, celebrates this milestone with a speech by Suzan Schmidt of the Alliance of Associations of Teachers of Japanese (AATJ). Those who took training courses at the Institute and have become ambassadors to Japan also joined the commemorative ceremony.

4,500 people

In Fiscal 2009, 218 Fellow Scholars Came to Japan

We have invited scholars and researchers from around the world engaged in Japanese studies. Through the Japan Foundation Japanese Studies Fellowship Program, 218 academics from 30 countries visited Japan in fiscal 2009 to advance their studies and develop networks. To date, more than 4,500 scholars and researchers have visited Japan through this program.

Fostering Peace Through Cultural Initiatives

International Symposium on Cultural Exchange

The Japan Foundation hosted an international symposium to rethink the meaning of cultural exchange. The event was held in association with the Goethe-Institut and the Mainichi Newspapers. Introducing cultural activities in war-torn and disaster-affected areas, international cultural activities are re-examined its roles of fostering peace.

The Japan Foundation Worldwide

The Japan Foundation has 23 offices in 21 countries, across Asia and Oceania, the Americas, Europe, Middle East and Africa. In close collaboration and cooperation with Japan's diplomatic offices, cultural exchange organizations and Japanese-language institutions, the Japan Foundation operates its activities worldwide.

Europe and Middle East

1	Italy	Istituto Giapponese di Cultura
2	Germany	Japanisches Kulturinstitut
3	France	Maison de la culture du Japon à Paris
4	U.K.	The Japan Foundation, London
5	Spain	The Japan Foundation, Madrid
6	Hungary	The Japan Foundation, Budapest
7	Russia	The Japanese Culture Department "Japan Foundation" of the All-Russia State Library for Foreign Literature
8	Egypt	The Japan Foundation, Cairo

Asia and Oceania

9	Korea	The Japan Foundation, Seoul
10	China	The Japan Foundation, Beijing
11	Indonesia	The Japan Foundation, Jakarta
12	Thailand	Southeast Asian Bureau
13		The Japan Foundation, Bangkok
14	Philippines	The Japan Foundation, Manila
15	Malaysia	The Japan Foundation, Kuala Lumpur
16	India	The Japan Foundation, New Delhi
17	Australia	The Japan Foundation, Sydney
18	Vietnam	The Japan Foundation Center for Cultural Exchange in Vietnam

The Americas

19	Canada	The Japan Foundation, Toronto
20	United States	The Japan Foundation, New York The Japan Foundation Center for Global Partnership, New York
21		The Japan Foundation, Los Angeles
22	Mexico	The Japan Foundation, Mexico
23	Brazil	The Japan Foundation, Sao Paulo

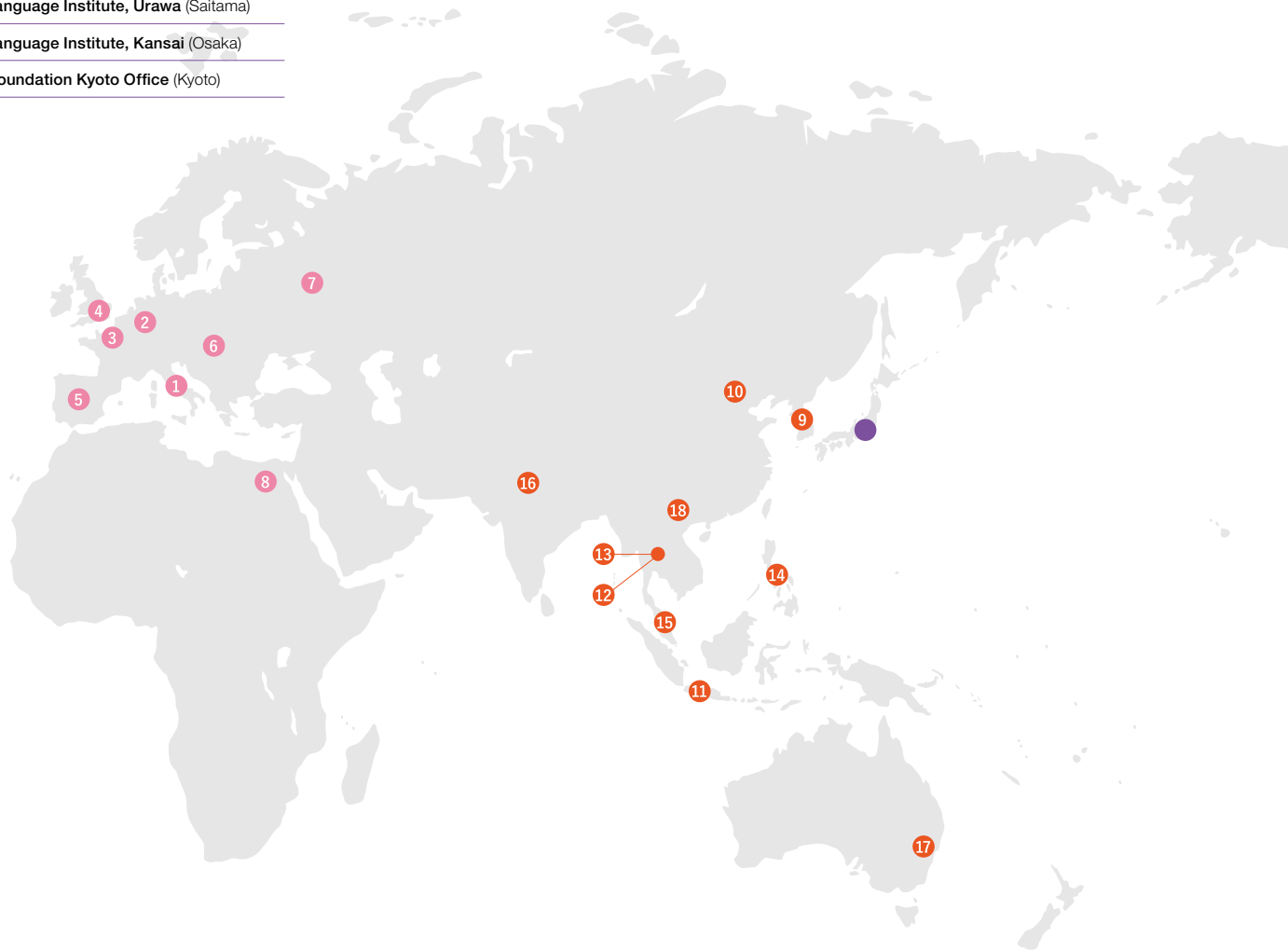
Japan

The Japan Foundation Headquarters (Tokyo)

Japanese-Language Institute, Urawa (Saitama)

Japanese-Language Institute, Kansai (Osaka)

The Japan Foundation Kyoto Office (Kyoto)



2009/2010 Activity Summary by Country/Region

Cultural exchange programs run by the Japan Foundation are designed to meet local situations and needs, while giving due consideration to the diplomatic policies of Japan and relations with the relevant countries.

Taking diplomatic importance into consideration, we conducted a number of activities in fiscal 2009 with a special focus on Japan's important neighboring countries of China, Korea, and the United States, and on anniversary commemorative events to celebrate the Mekong-Japan Exchange Year and the Japan-Danube Friendship Year.

China

Building a future-oriented relationship between Japan and China is of great importance to foster correct understanding of Japan and its people among Chinese citizens and work together to tackle major global issues. In fiscal 2009, the Japan Foundation, mainly through its China Center, continued to offer various programs to promote greater understanding of Japan among Chinese youth, including the Long-term Invitation Program for Chinese High School Students (see p.16), and events in regional cities to introduce Japanese culture. Other major activities during the fiscal year include: promotion of Japanese studies in China primarily through programs run by Beijing Center for Japanese Studies; inviting Chinese researchers and other intellectuals to Japan; and conducting intellectual exchange activities for academics in China, Korea, and Japan.

Korea

During the year, we conducted various programs in accordance with the Five-Year Plan for Japan-Korea Cultural Exchange (2006 to 2010), a plan formulated to strengthen our cultural exchange programs between the two countries. For instance, we offered opportunities for active interaction among non-profit organizations in the two countries, introduced Japanese culture to regional Korea, and carried out programs for young people. We have also relocated the office of the Japan Foundation, Seoul (see p.34) to Shinchon, a popular area among young people, to facilitate greater use of our service by a broader range of people.

Asia

To commemorate the Mekong-Japan Exchange Year 2009, many cultural exchange events were held by both public and private organizations in Japan and the countries that the Mekong River runs through (Vietnam, Cambodia, Laos, Myanmar, and Thailand). The Japan Foundation held an exhibition, "TWIST and SHOUT: Contemporary Art from Japan," in Thailand (see p.12) to introduce a broad spectrum of Japanese culture and conducted other cultural exchange events and programs in the region. In addition, we continued to engage in the Japan-East Asia Network of Exchange for Students and Youths (JENESYS) Programme* in fiscal 2009, inviting overseas Japanese-language teachers and learners to Japan, sending Japanese specialists abroad (see p.20), and inviting young intellectuals, practitioners, artists, designers and other talent to Japan, with the aim of nurturing the region's future leaders in various fields.

*The Japan-East Asia Network of Exchange for Students and Youths (JENESYS) Programme: A project funded by the Japanese government that invites young people from ASEAN and other Asia-Pacific countries to Japan, with the aim of establishing a solid basis for Asian solidarity by expanding youth exchanges over five years. The Japan Foundation has participated in this program since its inception in 2007.

United States

We continued to implement many programs in the fields of Japanese-language education, Japanese studies, and arts and cultural exchange, including intellectual and grassroots exchange programs by the Japan Foundation Center for Global Partnership. Key activities during the year included: the invitation of journalism graduates to Japan, with the aim of fostering young Americans who have a good understanding and strong interest in Japan (see p.31); the Japan Foundation Invitational Group-Tour Program for U.S. Educations to Japan to raise understanding and promote the spread of Japanese-language education; and organization of cultural events in major cities in cooperation with US-based organization of arts and culture.

Europe

In Spain, the Japan Foundation Madrid (see p.39) was established under an agreement with the City of Madrid. The launch of the new office provided momentum to stimulate the country's interest in Japanese culture, an example of which includes the establishment of a nationwide association of Japanese-language teachers. Celebrating the Japan-Danube Friendship Year 2009, we also organized programs to promote Japanese culture in the region, namely Austria, Hungary, Romania, and Bulgaria, where there are not many opportunities for exposure to Japanese culture. Specifically, we organized the exhibition, "WA: the Spirit of Harmony and Japanese Design Today," performances of Shinnai Joruri narrative singing and Hachioji Kuruma Ningyo puppet show, the East Europe Travelling Film Festival, and seminars on corporate culture, as well as events to introduce ukiyo-e woodblock prints, wagashi confectionary, and Japanese tea ceremony.



The Japan Foundation Awards

The Japan Foundation has presented the Japan Foundation Awards each year since 1973 to individuals and organizations for significant contributions to the enhancement of mutual understanding, the promotion and friendship between Japan and other countries in the field of arts and culture, Japanese language, Japanese studies, and intellectual exchange.

Award Recipients for Fiscal 2009



Arts and Culture

Boris Akunin

[Real name:
Grigory Chkhartishvili]

Russia

Writer



Japanese Language

Alliance of Associations of Teachers of Japanese (AATJ)

United States

Executive Director:
Susan Schmidt



Japanese Studies and Intellectual Exchange

James Arthur Stockwin

U.K.

Former director of the Nissan Institute of Japanese Studies at the University of Oxford

Boris Akunin, one of Russia's best-selling novelists, has been introducing Japanese literature and culture to Russian readers through his translations, scholarly works, and a diverse range of creative writing that includes a series of mystery novels. In addition, as a leading cultural figure in Russia, he has been making contributions to cultural exchange between Japan and Russia.

AATJ, a nationwide association of Japanese-language educational organizations in the United States, has been making significant contributions to the promotion and development of Japanese-language education in elementary, secondary, and higher education across the country, through its coordination of member organizations' activities, teachers' training programs, and information provision services.

James Stockwin, a leading scholar in Japanese studies in the United Kingdom, has been making significant contributions to the development of Japanese Studies in the country through his achievements in modern Japanese political studies, and through the promotion of intellectual exchange and understanding between Japan and the UK as the founding director of the Nissan Institute of Japanese Studies at the University of Oxford.

Commemorative lecture: "Japan and I – Beauty is in the eyes of the beholder" at Hongo Campus of the University of Tokyo on October 9, 2009. Jointly held with the Dept. of Contemporary Literary Studies and the Dept. of Slavic Languages and Literatures, the University of Tokyo

Commemorative lecture: "Japanese-language Education in the U.S. and Activities of AATJ" at the Japan Foundation Japanese-Language Institute Urawa on October 9, 2009.

Commemorative lecture: "Japanese Politics in a British Mirror" at the International House of Japan on October 7, 2009. Jointly held with the International House of Japan.

The Japan Foundation Prizes for Global Citizenship

With its Prizes for Global Citizenship, the Japan Foundation honors organizations which conduct outstanding international cultural exchange initiatives, maintain strong local ties, and serve as exemplary models. This award program was started in 1985 as the Prizes for the Promotion of Community-Based Cultural Exchange, and renamed in 2005. To date, 76 prizes were awarded, including a special award from the President of the Japan Foundation.

Prize Recipients for Fiscal 2009

NPO Jinenjo Club



Performance in Belgium in 2009
Photo: muriel thies

Jinenjo Club forms a community in which staff and people with intellectual disabilities live together and work together on ecological farming. They are also engaged in performing arts activities, and regularly invite international performing artists with disabilities to Japan.

Hamamatsu NPO Network Center



Creating a large mural in 2003

Since 1998, the Center has been working to stimulate a multicultural community in Hamamatsu City, Shizuoka, which has one of Japan's largest number of international residents, representing nearly 4 percent of its total citizens. As an intermediary connecting people beyond nationality and cultural difference, the Center is engaged in various activities mainly in education, healthcare, and community arts.

NPO Green Valley Inc.



A work by Karin, artist participating KAIR 2008

Since its launch in 2004, Green Valley Inc. has been engaged in activities in Kamiyama-cho, Tokushima to revitalize the depopulated community. Through creative activities, including the Kamiyama Artist in Residence (KAIR) programs, which invite artists from overseas, they have been working to find ways for depopulated regions to not only survive but thrive.



Arts and Cultural Exchange

Arts and Cultural Exchange

Japanese arts—fine art, music, theater, literature, and films—and everyday culture such as food and fashion inspire interest in Japan. They give insights into how Japanese people think and act, and communicate feelings and emotions without needing to understand Japanese. The Japan Foundation creates opportunities for encounters with Japanese art and culture, running programs for international contact between practitioners.

Spreading Japanese Arts and Culture Throughout the World

The Japan Foundation develops programs that create opportunities for people around the world to familiarize themselves with and identify with Japanese arts and culture, allowing them to gain an understanding of the aesthetics and values the Japanese people have developed and come to cherish. The programs cover a wide range of fields, such as the visual arts, performing arts, film, TV, publications, as well as foods, fashion, design, and pop culture. By taking a multifaceted approach to the dissemination of Japanese culture, the Japan Foundation expands network of international exchange through culture.

Information Services and Networking

In order to achieve efficient international exchange through the artistic and cultural activities, it is essential to share information on art and culture and to build personal networks among key figures. The Japan Foundation collects the latest information on Japanese performing arts, literature, and films and makes it available to people overseas through its websites and newsletters. It also creates venues that bring people and information together, such as art-related international exhibitions and trade fairs, and provides support for such activities.

The China Center

The China Center was established in 2006 with the aim of promoting exchange between young people in Japan and China. It runs the Long-term Exchange Program for Chinese High School Students, which provides Chinese students with the opportunity to visit Japan for 11 months and experience a real life in Japan. It also runs the Centers for Face-to-Face Exchanges program in China, which provides Chinese with up-to-date information on Japan through many kinds of contents and cultural events. The China Center also runs *the Heart to Heart Community Site*, a bilingual community-based website, to promote exchange among Japanese and Chinese youth.

Visual Arts

In addition to holding major exhibitions that showcase Japanese arts and culture in cooperation with museums in Japan and abroad, the Japan Foundation also puts on small-scale touring exhibitions throughout the world on a variety of topics, including contemporary art, photography, crafts, architecture, design, and Japanese dolls. The Foundation also promotes art-related international exchange, through presenting artists at international biennales and triennales that require national participation, bestowing grants to top-caliber exhibitions that are planned and held overseas, as well as running programs that engage in the exchange of personnel such as artists, curators and other people involved in art.



© Kupferstich-Kabinett, SKD Photo:Herbert Boswank

Performing Arts

The Japan Foundation introduces people throughout the world to a wide range of Japanese performing arts, from traditional performing arts, such as Kabuki, Bunraku, and Noh, to contemporary arts, such as jazz, and contemporary dance. In addition to providing support and grants for international productions conducted jointly with artists from overseas, and lectures, demonstrations, and performing groups related to Japanese performing arts, the Foundation also promotes information exchange and networking, through operating *the Performing Arts Network Japan* website, which gathers and publishes internationally information on Japanese performing arts, and participating in the Tokyo Performing Arts Market.



Film, TV, and Publications

The Japan Foundation creates opportunities for people from other countries to gain an understanding of Japan through visual media, broadcasting Japanese television programs overseas, providing grants for television programs and films on Japan that are produced abroad, holding Japanese film festivals, and providing support for the screening of Japanese films at international film festivals. Regarding the literary arts, it publishes *Japanese Book News*, a quarterly newsletter targeting overseas publishers and editors, translators, scholars, and librarians that showcases Japanese books. It prepares the ground for the spread of Japanese literature and books on Japan around the world through grants for the translation and publication.



Culture and Society

The Japan Foundation creates opportunities for people from other countries to learn and experience the culture that has emerged through daily Japanese life, such as the tea ceremony, Ikebana, martial arts, food, and street performances, by holding lectures, demonstrations, and workshops. It also contributes to the cultural development of other countries by sending experts with special knowledge and skills that underpin Japanese culture, such as instructors in the conservation of cultural properties and exhibition of items at museums, as well as coaches in sports and music.



First Major Exhibition of Japanese Contemporary Art Held in Bangkok, Thailand

[TWIST and SHOUT: Contemporary Art from Japan]

Up until now, it had been common in Thailand's contemporary art world to hold small to medium-scale exhibitions using venues run by artists, alternative spaces, or galleries associated with universities, resulting in a demand for art museums that would put on full-scale exhibitions of contemporary art. Consequently, Japanese contemporary art had come to be featured in isolated, one-off events, with almost no comprehensive exhibitions. Under these circumstances, in 2008, the city of Bangkok opened Bangkok Art and Culture Centre (BACC), a nine-storey cultural complex located in the central downtown area known as Siam Square. The following year, in 2009, the Japan Foundation and BACC took advantage of the opportunity afforded by the fact that it was the Mekong-Japan Exchange Year 2009 to jointly hold the "TWIST and SHOUT" exhibition, the first major exhibition to feature the contemporary art of the 2000s which is closely related to Japanese pop culture.

Japanese pop culture, particularly manga, anime, and characters, has received much attention and enjoyed great popularity throughout the world. On the other hand, however, new powers of imagination originating from the process of trying to heal the sense of stagnation that results from modern-day existential anxiety and the negative aspects of society, such as the narrative form called 'Sekai-kei' and

the recent movement known as 'ketsudan-shugi' ideology, have been introduced through Japan's subculture to other countries, where it has developed a quiet following. These two seemingly contrasting viewpoints happen to be features of Japan's youth culture after 2000. Interpreting the ambiguity of Japan's youth culture as "twisting" and "shouting," this exhibition introduces 17 contemporary Japanese artists through their paintings, sculptures, videos, photographs, and installations, in which they attempt to frankly confront cultural issues in Japanese society while utilizing a range of expression made familiar through pop culture. In recent years, similarities in youth culture throughout Asia, which has taken off due to the globalization of information, have obscured the differences in the visual cultures of Thailand and Japan. Nevertheless, presenting the latest trends in Japanese contemporary art in the large metropolis of Bangkok, Thailand, where Japanese pop culture is very popular, this exhibition was exceptionally well-received, enjoying extensive coverage by the local media and seeing over 32,000 visitors. This was indeed a landmark event for both the newly established BACC and Thailand's art world which had been yearning for a full-scale contemporary art exhibition.

[Bangkok Art and Culture Centre: Thailand, November 19, 2009 to January 10, 2010]



View of "TWIST and SHOUT" exhibition

Exhibiting artists:

Kusama Yayoi
 Yanobe Kenji
 Aida Makoto
 Odani Motohiko
 Yamamoto Keisuke
 Kaneuji Teppei
 Chiba Masaya
 Aoki Ryoko
 Izumi Taro
 Nobi Aniki/Kaneko Ryo
 Nishino Tatzu
 Amemiya Yosuke
 Aoyama Satoru
 Shiga Lieko
 Takamine Tadasu
 Miyajima Tatsuo
 Endo Ichiro

A Vivid Stage Portrayal of the Traditions and New Vigor of Japanese Culture

■ First Bunraku Performance in Russia Held at 2009 Chekhov International Theatre Festival

At the formal invitation of the 2009 Chekhov International Theatre Festival, which was held in Moscow from June to July 2009, the Japan Foundation organized eight performances of Chikamatsu Monzaemon's *The Love Suicides at Sonezaki*. A performance in the form of Bunraku, a Japanese puppet show, became the first time the country had the chance to enjoy a full-fledged performance in which the story is narrated or sung with samisen music. These performances attracted the attention of movie fans, particularly young fans, due in part perhaps by directed Kitano Takeshi's 2002 movie *Dolls*, which features scenes involving Bunraku and enjoyed a long run of over two years in Russia. Positive word of mouth, as well as news reports by the media, appeared to be a factor in the program's popularity. It was also well received as a successful cultural exchange program by experts in related fields, and was seen as likely to have a major impact on Japanese studies in Russia.

[Pushkin Theatre: Moscow, June 30 to July 8, 2009]

■ A Thrilling Music Night with Four Japanese Musicians—Turkmenistan, Uzbekistan, Azerbaijan, and Georgia Concert Tour

As a part of the Central Asia Exchange Year program, this concert tour featured biwa, Amami shima uta folk song,

guitar, vocal, and percussion performances in four countries in Central Asia and the Caucasus. Their uniqueness and universality of Japanese music while combining Japanese and Western instruments, made a big impression on audiences, receiving standing ovations wherever they perform. In March of 2010, Yurduz Turdieva, a prominent female vocalist with whom the four Japanese artists had performed in Uzbekistan, was invited back to Japan for a return concert.

[State Music and Drama Theatre: Turkmenistan, State Conservatory of Uzbekistan: Uzbekistan, Azerbaijan State Russian Drama Theatre: Azerbaijan, Rustaveli National Theatre: Georgia, and others, November 17 to 27, 2009]

■ Sawa Tomoe Tour in Korea—"The Line"

To mark the Japan Foundation Seoul office relocation to Shinchon, the Japan Foundation held live concerts in Seoul and Busan by singer-songwriter Sawa Tomoe, whose father is Japanese and mother is Korean. Ms. Sawa has been one of the pioneering artists promoting exchange between Japan and Korea. She performed songs well-known to both Japanese and Koreans in Japanese, Korean, and English, starting with one of her own songs written in the hope that the many 'lines' still drawn in the two countries might be swept away in 2010, a year that has special significance for Japan and Korea.

[Hongdae Sangsangmadang Concert Hall: Seoul, Centennial Hall, Yonsei University Concert Hall: Seoul, Busan Citizen Hall Theater: Busan, February 2 to 5, 2010]



Above: Poster for Bunraku performance in Russia
 Upper left: A Thrilling Music Night with Four Japanese Musicians—Turkmenistan, Uzbekistan, Azerbaijan, and Georgia Concert Tour
 Lower left: Sawa Tomoe Tour in Korea—"The Line"

Conveying Japanese Culture by Actively Promoting Japanese Films, TV, and Books

■ Japanese "Eiga-sai '09" Film Festival in the Philippines

Jointly organized by the Japan Foundation Manila and the Embassy of Japan in the Philippines, the "Eiga-sai '09" film festival enjoyed a very strong following among Filipino movie fans, students, and people learning Japanese. Held as the opening program in this fiscal year's Philippines-Japan Friendship Month, it showed a total of eight films at six venues in the Philippines. The films shown included *Always-Sunset on Third Street*, *Memories of Tomorrow*, *Kamome Diner*, and *Memories of Matsuko*. The festival was a great success, amusing a total of 20,309 movie goers.

[Mandaluyong, Quezon, Davao, Cebu, Baguio: Manila, July 2 to August 20, 2009]

■ Airing of *Honey and Clover* TV Program in Four Central European Countries

The Japan Foundation made available all 11 episodes of Fuji Television Network's *Honey and Clover* TV series to the Hungarian commercial broadcasting station ANIMAX channel, which aired it in Hungary, the Czech Republic, Slovakia, and Rumania. In an online survey conducted by the Japan Foundation Budapest, a Hungarian viewer, familiar with the original manga, made the comment, "I loved it. I learned things that I didn't see in the manga, like the everyday lifestyle of Japanese, their food, religious beliefs, and superstitions." The survey received more responses from young people living in rural areas than the cities, so it would seem that the airing of this television program proved to be a good opportunity to learn about modern-day Japan for people living in rural areas, where few programs are available that can introduce people to Japanese culture.

■ Participation in International Book Fair in Saudi Arabia

In fiscal 2009, the Japan Foundation took part in international book fairs in 16 cities in 16 countries, including the 28th

Riyadh International Book Fair, a major event held in Saudi Arabia's capital with 23 countries represented and attended by over two million people. Organized in cooperation with the Embassy of Japan in Saudi Arabia and the Publishers Association for Cultural Exchange (PACE), the Japanese booth exhibited 382 books and 1,500 catalogs, and was visited by 3,000 people over the course of the fair. The booth's exhibits, as well as events such as origami demonstrations, were very well received that many visitors expressed a desire to purchase the books.

[Saudi Arabia, March 2 to 12, 2010]

■ Providing Grants for the Translation and Publication of Books Promoting an Understanding of Japan

The Japan Foundation engages in activities that lead to a deeper understanding of the Japanese culture, providing grants for the translation and publication of excellent Japanese literary works and the publication of new books about Japanese culture. In fiscal 2009, it conducted 76 translation/publication programs involving 51 books and 27 countries, such as Kakuta Mitsuyo's *The Eighth Day* into English (Kodansha International) and Kato Shuichi's *Nihon Bunka ni Okeru Jikan to Kukan* (Time and Space in Japanese Culture) into French (*Le temps et l'espace dans la culture japonaise*, CNRS Editions). The Foundation also provided grants for the Slovenian translation and publication of Kawabata Yasunari's *Snow Country* (*Snezna Dezela*, Sanje Publishing), which widely reported by the media as a work of a Japanese Nobel-winning author to be introduced for the first time and translated directly into the language of Slovenia, where only a few number of Japanese books are translated directly into the national language. The translator, Iztok Ilc, contributed a foreword pointing out its classic appeal, stating "Contemporary romantic fiction is not the pinnacle of creativity."



Above: Japanese booth at the 28th Riyadh International Book Fair
Left: Eiga-sai '09 leaflet (The Philippines)

Contributing to Greater Understanding of Japan and Cultural Development Abroad Through Interpersonal Exchange in Diverse Fields

■ Lecture on Japanese Sake and Sake-Tasting Event in Canada

The Japan Foundation sent Fujita Chieko, a writer specializing in food and sake, to Canada, where she held a lecture on the sake boom in Japan and how it may play out at "Asian Foodprints 2010," an academic conference and food demonstration about Japan in Montreal. In Vancouver, members of the liquor stores and culinary magazine industries were dispatched to a talk on the sake-making process and a sake-tasting event, where they gained a deeper understanding of Japanese sake.

[Canada, March 4 to 12, 2010]

■ Japanese Calligraphy Lectures and Demonstrations in South America

The Japanese calligrapher, Sisyu, was sent to Argentina, Uruguay, and Chile, where she presented lectures and demonstrations on Japanese calligraphy in a new program attempting to introduce people to Japanese culture. Her dynamic performances, in which she collaborated with musicians, met with acclaim in all three countries.

[Argentina, Uruguay, Chile, November 1 to 16, 2009]

■ Wagashi Workshop in Europe

Three craftsmen of traditional Japanese Wagashi confectionaries from the Wagashi confectioner Saiundo in Matsue-shi, Shimane Prefecture, were sent to Germany, Italy, and Greece to give talks on the history and background of Wagashi. The workshop, which targeted local confectioners and featured sessions in which participants took part in making Wagashi, had such a large turnout that limits had to be placed on the number of people who could attend.

[Italy, Germany, and Greece, November 14 to 28, 2009]

■ Supporting the Exhibition and Conservation of Turkey's Kaman-Kalehöyük Artifacts

Exhibition specialist Nagakane Hirofumi from Dig Inc. was sent on several trips to the Museum of Archaeology Kaman-Kalehöyük, which opened in July 2010. He gave technical instruction to local curators in preparation for the museum's opening and led the design and production of exhibit models. [Turkey, May 19 to 29, 2009 and February 28 to April 13, 2010]

■ Invitation of Vietnam's Next Generation of Leading Cultural Figures

In a new exchange program, leading cultural figures of Vietnam's younger generation, such as translators, film directors, curators, literary critics, architects, and journalists, were invited to Japan on the occasion of the opening of the Japan Foundation Center for Cultural Exchange in Vietnam in March 2008. The program aimed to bolster and expand networks among leading cultural figures through the inspection of relevant institutions and an exchange of views between experts. It also gave the group an opportunity to observe various aspects of Japanese culture.

[Tokyo, Takayama, Kyoto, and Hiroshima, March 28 to April 7, 2010]

■ Kaiko Takeshi Memorial Asian Writers Lecture Series No.19:Uthis Haemamool

In fiscal 2009, which coincided with the Mekong-Japan Exchange Year, the young Thai writer, Uthis Haemamool, was invited to Japan. In what was his first lecture series abroad, Mr. Haemamool, a winner of the 2009 Thai S.E.A. Write Award, gave talks at four locations in Japan, and passed out anthologies of short stories. His lecture series was covered by the media in both Japan and Thailand.

[Tokyo, Fukuoka, Osaka, and Hakodate, March 18 to 27, 2010]



Above: Discussion at 3331 Arts Chiyoda during the visit of Vietnam's next generation of leading cultural figures

Upper left: Uthis Haemamool during a visit to Tokyo

Lower left: Demonstration in Europe of how to make traditional Japanese Wagashi confectionaries

Three Programs Aimed at Building a Forward-Looking Relationship Between Japan and China

The China Center was established within the Japan Foundation in April 2006 with the aim of achieving a deeper level of exchange between Japan and China among youth and at the grassroots level.

■ Long-Term Exchange Program for Chinese High School Students

The Long-term Exchange Program for Chinese High School Students provides Chinese high school students with the opportunity to attend a Japanese high school for 11 months and interact with a large number of Japanese people, beginning with classmates of the same age and host families, and thereby gain a more intuitive understanding of Japanese society and culture. The program entered its fourth year in fiscal 2009. Twenty-six graduates of the program's third year returned to China in the end of July, and 35 new students (5 boys and 30 girls) arrived in Japan in September to take part in the fourth year of the program. Through their experiences in school clubs and events and living with their host families while attending high schools throughout Japan, the students learned to be self-reliant and cooperate with others. In response to surveys, over 90% of graduates from the program's third year described their experience as having been "very good." Similarly, over 80% of participating schools and host families responded to surveys with positive assessments of the students they took in. One host family gave the kind of response that is unique to this type of long-term homestay program, saying "We struggled to communicate at first, but were happy to find that we eventually managed to even share aspects of our private lives with each other."

■ The Heart to Heart Community Site

The Heart to Heart Community Site (<http://www.chinacenter.jp/>) enables communication between Japan and China, mainly through its blog feature, which makes use of

simultaneous translation between Japanese and Chinese to allow its users to share their views and opinions by posting entries in either language. The site aims to build the foundation for future friendship between Japan and China by creating a forum for the countries' youth to get to know each other and exchange ideas in an open and candid way. This site was welcomed by youth generation in both countries, especially people who have participated the Long-term Exchanging Programs for Chinese High School Students and JENESYS Programme (see p.7 Asia), which had been operated in Japan. Although the website targets the young generation in Japan and China, it has received a great response from a broader range of generations, with one user commenting, "Reading comments about how students see the real Japan is allowing me to gain a renewed awareness of many aspects of the culture and unique characteristics of Japan." The site received approximately 84,000 hits per month in fiscal 2009, an increase of about 16,000 hits compared to the previous year.

■ The Centers for Face-to-Face Exchanges

Located in provincial cities in China where access to Japan-related information is limited, the Centers for Face-to-Face Exchanges provide local residents, particularly youth, with a window into contemporary Japanese culture by making available Japanese magazines, books, CDs, and DVDs, and offering opportunities for cultural exchange between Chinese and Japanese. In 2008, there were four Centers in Chengdu, Changchun, Nanjing, and Yanbian. In 2009, new Centers were opened in Xining, Lianyungang, and Harbin. The Centers for Face-to-Face Exchanges conduct a range of events for Japanese-Chinese cultural exchange. Of particular note, the J-Pop event held at the Nanjing Center for Face-to-Face Exchanges in March 2010 was well received, with 100% of survey respondents stating that they were satisfied with the event.



Above: An event introducing Origami to beginners at the Nanjing Center for Face-to-Face Exchanges

Left: Welcoming reception for participants of the 4th Long-term Exchange Program for Chinese High School Students



**Japanese-Language
Education Overseas**

Japanese-Language Education Overseas

Students of Japanese gain understanding and appreciation of Japan in addition to knowledge of the language. The Japan Foundation encourages teaching of the Japanese language around the world, and ensures the quality of the education that students receive. Programs include organizing the JLPT, developing teaching materials, supporting new Japanese courses, and providing local and Japan-based training programs for Japanese-language teachers.

Support for Teachers and Institutions

As guidance from a single Japanese-language teacher can have a influence on a large number of students, the Japan Foundation conducts programs aimed at enhancing the teaching skills of educators who teach the Japanese language outside Japan. In addition to supporting training teachers, the Japan Foundation also grants to Japanese-language institutions overseas, and helps events planned for the purpose of Japanese-language education.

Support for Learners

The Japan Foundation provides both direct and indirect support for learners. Indirect support involves efforts to enhance the Japanese-language learning environment, including creating learning materials and training future teachers. Direct support involves training for people who need to learn Japanese because of their profession, including diplomats, public servants, employees of public sector entities, and researchers. We especially provide sustained support for types of overseas institutions that is difficult to set up or maintain courses for without external assistance.

Promoting Japanese-Language Education Overseas

Within the Japanese-language education programs conducted by the Japan Foundation, one of the significant parts is to construct basic foundations for Japanese-language education. Activities includes sharing Japanese-language education expertise, conducting a survey on Japanese-language institutions all over the world, and creating venues and opportunities for exchange of information. The Foundation keeps working at them in order to build a base from which Japanese-language education can spread out into the world.

Dispatch Specialists/ Support Institutions and Projects

The Japan Foundation dispatches Japanese-language specialist and assistant teachers to educational institutions outside Japan. Those institutions, which introduce Japanese-language as major or as an official subject for their secondary education, have strong demand for the specialists. The Foundation also provides grants for opportunities, such as instructional salaries to lecturers of Japanese-language courses run by NPOs, Japanese speech contests, seminars, and workshops.

JF Nihongo Network "the Sakura Network"

The Sakura Network is a global network linking core institutions, which influence other institutions in the areas or countries, and teacher associations to promote the Japanese language and improve the quality of Japanese-language education in cooperation with the Japan Foundation. The network aims to provide a Japanese-language learning environment to larger numbers of people, and is involved in projects to extend the use of the Japanese language around the world.

Training for Overseas Japanese- Language Teachers

The Japanese-Language Institute Urawa, an affiliated organization, provides training for non-native Japanese-language teachers who teach overseas. The training includes advanced training for Japanese-language educators with management roles in their country or region. It also provides programs such as training to enhance the Japanese-language skills and Japanese-language teaching methodology of teachers with relatively little teaching experience.

Training for Overseas Japanese- Language Learners

The Japanese-Language Institute Kansai, an affiliated organization, provides training programs for people having roles that are important in terms of building favorable relations between Japan and their home countries. The intensive study programs are offered to diplomats and other public officials. To encourage Japanese-language education overseas, the institute also provides educational programs to superior Japanese-language students in universities and high schools in certain countries.

Japanese-Language Proficiency Test (JLPT)

JLPT is a means of evaluating and certifying the Japanese proficiency of non-native speakers. The test is offered twice a year at test sites worldwide at the same time. A four-level test (Level 1 to Level 4) was offered through 2009, but from 2010 onwards the test has been revised, giving it five levels (N1 to N5). It is the largest-scale Japanese-language test in the world, counting approximately 770,000 examinees in 2009.

JF Standard / Japanese-Language Teaching Materials

Based on the principle of "Japanese for mutual understanding," the Japan Foundation has developed the JF Standard for Japanese-Language Education (JF Standard) as a tool to help think about teaching, learning, and assessment, and to play a core role in Japanese-language education. Recently, the Japan Foundation has also given priority to the development, management, and deployment of Internet and video tools to aid Japanese-language teachers and learners.

Survey on Japanese-Language Education Abroad

With the collaboration of Japan Foundation offices around the world, Japanese embassies, consulates, and other entities, a global survey of institutions providing Japanese-language education is conducted every three years. This is the only major survey covering Japanese-language education worldwide. The results of the survey are frequently quoted by newspapers, magazines, and other media.



Dispatch of Japanese Language Specialists and Support for Projects Targeting Wider Use of Japanese

The Japan Foundation sends Japanese-language specialists and assistant Japanese-language teachers to core Japanese-language institutions around the world. In each country, the specialists work towards the objectives of enhancing local Japanese-language education and enabling the institution to function independently. Their specific work depends on the particular mission, such as activities that include classroom-based Japanese-language teaching, giving advice on curriculum development and teaching materials, training local teachers, and supporting initiatives for networking among teachers.

Decisions on where to dispatch specialists take into consideration the condition of the receiving institutions and the state of Japanese-language education in the country or region. In 2009, a total of 102 specialists were dispatched to 39 countries.

In addition to dispatching specialists, the Japan Foundation provides salary assistance for Japanese-language courses, and grants for activities such as Japanese speech contests and seminars for teachers, in order to support Japanese-language education overseas.

A teacher participating in a seminar given by a Japan Foundation specialist commented that as teachers are normally immersed in the daily struggle of classes with no time to brush up their own skills, the seminar presents a great opportunity to step back and review their own teaching

methodology. Another teacher praised the grants from the Japan Foundation that enable purchase of prizes for speech contest winners as they provide an excellent motivation for the learners.

■ JF Nihongo Network

The JF Nihongo Network, also known as "the Sakura Network," is a global network linking core institutions and teacher associations to promote Japanese language and improve the quality of Japanese-language education in cooperation with the Japan Foundation. The objective for the end of fiscal 2010 is to increase the number of core members to 100. In 2009, 20 institutions joined, giving a year-end total of 74 institutions in 32 countries.

Sakura Core Projects organized by core members provide support to projects with a strong outreach effect that can lead to growth, expansion, and broader use of Japanese throughout their entire country or area. In fiscal 2009, 15 Sakura Core Projects were held in 14 countries, including projects for creation of teaching materials and seminars for teachers.

As the issues facing Japanese-language institutions and teachers become more diverse, the Japan Foundation is working to enhance information sharing and collaboration with core members to conduct activities that are a better fit for local needs, meeting necessities and effectively promoting the wider use of Japanese.



Above: Ukraine Japanese Speech Contest (September 2009, Kiev National Linguistic University)
Right: Japanese seminar at the Japan Foundation, Sao Paulo attracted 90 participants



Growing Popularity, with Start of Twice a Year Testing and a Move to the New Test

The Japanese-Language Proficiency Test (JLPT) is a means of evaluating and certifying the Japanese proficiency of non-native speakers. The test is offered twice a year at test sites worldwide with the collaboration of local host institutions. In Japan, the test is administered by Japan Educational Exchanges and Services, and in Taiwan it is administered by the Interchange Association, Japan.

■ JLPT now Held Twice a Year

Until 2008, JLPT was conducted once a year in December, with all the worldwide test sites giving the test at the same time. In response to strong demand from Japan and other countries, from fiscal 2009 onwards, the test is held twice a year, in July and December.

In 2009, the July test was limited to just Level 1 and Level 2, and was held on July 5 in Japan, Taiwan, China, and Korea, where the test was administered by the Japan Foundation, attracted 215,000 applicants, with over 180,000 actually taking the test. Five of the test sites in China (Nanning, Weifang, Yangzhou, Kunming, and Haikou) offered the test for the first time.

The December test was held on December 6, 2009, and covered all four levels, with the Japan Foundation administering in 52 countries and regions. The test attracted 453,000 applicants, of which 375,000 went on to take it. There were three new countries where the test was held for the first time (Ireland, Serbia, and Colombia), and also two additional cities in China (Yanji and Lanzhou) and one additional city (Da Nang) in Vietnam. As a result, the total number of examinees for the two tests in the first year of semi testing was 555,849, marking a 42.3% increase from the previous year.

■ Preparing for the 2010 Start of the New JLPT

Over time, test applicants have become more diverse, and use of JLPT results has expanded from skill measurement to include employment screening and evaluation for

promotions and pay raises as well as use in place of a university entrance exam or as a form of qualification. Given these circumstances, it was decided to introduce a revised version of the test in 2010. The new JLPT takes full advantage of the most advanced research in Japanese pedagogy and testing theory, and reflects the vast wealth of data accumulated since the original test was launched over 25 years ago.

■ Key Points of the New JLPT

1) Focuses on communicative competence

The new test places importance not only on a learner's knowledge of the Japanese language including vocabulary and grammar but also on their competence at using the knowledge in practical communication.

2) A choice of five test levels

The new test is offered at five levels (N1, N2, N3, N4, N5) instead of the old four levels (Level 1, Level 2, Level 3, Level 4), enabling examinees to choose a level more suitable for them.

3) Accurately measures Japanese competency with scaled scores

The new test adopts a new scoring method to more accurately reflect examinees' Japanese-language competence. Scores are calculated as "scaled scores" instead of raw scores.

4) What you can do in Japanese is easily visualized

A "Japanese-Language Proficiency Test Can-do List" will be presented to help visualize what successful JLPT examinees can do with their Japanese skills at each of the test levels.

■ New JLPT Logo

To mark the commencement of the new JLPT in July 2010, we called for suggestions for a new JLPT logo. A total of 825 ideas were received by the March 10, 2010 deadline, and the selection committee decided to adopt the design proposed by Kinoshita Yoshio of Aichi Prefecture.



Above: Waiting for JLPT to start in Manila, the Philippines
Right: New logo for JLPT

日本語能力試験

JLPT Japanese-Language Proficiency Test

Both Educators and Learners get the Best Environment for Learning Japanese

■ Support for Japanese-Language Teachers Abroad— Japanese-Language Institute, Urawa

One of the main pillars of the Japan Foundation's Japanese-Language Education Overseas activities is support for teachers. Training in Japan for Japanese-language teachers active overseas is conducted by Japanese-Language Institute Urawa, which is affiliated with the Japan Foundation. This institute is also a focus for support for teachers such as the development of the "JF Standard for Japanese-Language Education" that plays a central role in the infrastructure for Japanese-language education overseas.

Since its establishment in Saitama-city, Saitama Prefecture in 1989, the institute has welcomed over 10,000 trainees, building a considerable reputation as a training facility for Japanese-language teachers from outside Japan.

The year 2009 was the 20th anniversary of the establishment of the Institute Urawa. To mark the occasion, the Institute Urawa held a number of special events to introduce its training programs and activities over the past 20 years. These events aim to communicate its success and to enhance contacts with the community, as the work of the institute is only possible due to the collaboration of the local people.

■ Special events to mark the 20th anniversary of the Japanese-Language Institute, Urawa

- The 49th International Speech Contest in Japanese (June 14, 2008: Kawagoe-shi, Saitama Prefecture)
- Seminar on International Understanding for High School Students (August 29 to 30, 2009)
- Symposium: JF Standard for Japanese-Language Education: Its Uses and Potential (October 4, 2009)
- Japan Foundation Awards for Japanese Language Commemorative Lecture and 20th Anniversary Ceremony (October 9, 2009)
- Linking through Japanese language: International Exchange Festival 2009 @ Kita-Urawa (November 21, 2009)



Above: To familiarize themselves with Japan, Japanese-language teachers training at the Institute Urawa meet with local people in Saitama City where the Institute is located.

Right: A foreign service/public servant trainee on the 2009 course. This day's schedule involved a visit to a local elementary school as an opportunity to observe the Japanese education system first hand.

■ Support for the Overseas Japanese-Language Learners— Japanese-Language Institute, Kansai

Another main pillar of Japanese-language education promotion is support for Japanese-language learners. Japanese-Language Institute Kansai, established in 1997 in Tajiri-cho, Osaka, provides programs for overseas students, targeting university and high school students, and also programs for specialists, with a need for Japanese ability for work purposes from overseas. It is also involved in e-learning development, such as the *Japanese in Anime and Manga* website.

Of the Japanese-language programs for specialists, those designed for diplomats and public servants are conducted with the cooperation of Japan's Ministry of Foreign Affairs, inviting the foreign ministries of other countries to send young foreign service officers, public servants, and employees of other public sector entities to the institute for eight months of training in Japanese language and Japanese affairs. In fiscal 2009, 28 specialists from a total of 25 countries took part in this program.

The Japanese-language courses are designed to cater to the needs of trainees likely to take up posts at diplomatic missions to Japan or in other official organizations to handle work related to Japan. As these courses aim to impart the communicative competence that would be useful for such work, the curriculum is prioritized towards oral communication. The training also includes lectures by specialists, cultural experiences, visits to administrative, business, and cultural facilities, and study tours. These activities are designed to allow trainees to familiarize themselves with Japanese society and culture, and to construct their own networks in Japan.

Of the 697 trainees (596 foreign service officers, 101 public servants) who have undergone this training, as many as 202 have been assigned to their country's embassy in Japan, and six have become their country's Ambassador to Japan.*

These figures demonstrate that graduates of the program go on to be active in areas related to Japan.

*Figures for embassy and diplomatic appointments are based on October 2009 data.



Adapting Japanese-language Teaching Materials to Different Media Extends Their Reach

■ Online Version of

Erin's Challenge! I can speak Japanese

Erin's Challenge! I can speak Japanese is a Japanese-language program developed by the Japan Foundation in 2005. A growing number of young people are studying Japanese language because they are attracted to manga, anime, and other aspects of Japan's "cool" culture. For these young people, this program is designed to help learners compare and contrast Japan with their own culture and to observe the background behind the differences. Originally, this program was created as TV program on 2006, and broadcast worldwide. In March 2010, the online version of *Erin's Challenge! I can speak Japanese* launched. The Japan Foundation is making educational materials available in a range of media formats for the benefit of learners with few opportunities to hear live Japanese and little exposure to Japanese culture.

The online version of *Erin* envisages Japanese-language learners with a wide range of proficiency levels, so special attention was paid to functions allowing study by individual learners. For instance, skits can display the conversation with four different types of subtitles (including English) to suit the user's reading ability. Moving the cursor over a word in a dialogue script displays a balloon with explanations of the grammar being used, and indicates lessons where the point is covered. A total of 1,519 new drill questions make copious use of audio, photographs, and illustrations, enabling users to practice communicating, not just practice sentence forms. Content aimed at developing cultural understanding include *Bunka Quiz* (Cultural Quiz) lessons aiming at accreditation as an instructor, and *Yattemiru Game* (Let's Try), that provides simulated experiences of Japanese culture. Each of these has 25 newly developed lessons. In addition, registering enables users to store their scores and track the pages studied, and also permits the user to create an individual avatar and try actually communicating in a virtual environment.



■ Japanese in Anime and Manga Website

Japanese anime and manga, perhaps the best known elements of Japan's pop culture, are winning high favor with young people around the world and are motivating many to start learning Japanese. To reach these Japanese learners who love anime and manga, the Japan Foundation launched an e-learning site *Japanese in Anime and Manga* in 2009 to offer a fun way to learn Japanese and discover Japanese culture.

Because the characters appearing in anime and manga are each unique, and because of the range of genres, many of the expressions used are not covered by conventional Japanese textbooks and dictionaries. That makes them particularly difficult for the learners to understand.

The site is designed for people who enjoy Japanese anime and manga, but caters to Japanese-language learners with a wide range of ability levels, from beginners to advanced learners. This website was created so as to make use of many of the expressions actually used by characters in anime and manga popular overseas. Adopting the anime/manga perspective, users can learn a vivid style of Japanese not found in the usual textbooks and dictionaries. Users can learn in a fun way through quizzes and games, choosing their own preferred study contents and method, according to their own level and interests. With eight characters of types typically encountered in anime and manga (Boy, Girl, Scrapper, Samurai, Old man, Butler, Lady, and Osakan), users can learn distinctive expressions unique to each character. They can also study expressions typical of four popular anime/manga genres (love, school, ninja, and samurai), including frequently encountered phrases, onomatopoeia (sound FX), and background cultural information.

In only two months after the release of the English version in February 2010, the website was accessed over half a million times (page views) from 128 different countries. In response to this popularity, we are working to add to the content to make it more comprehensive.



Above: From *Japanese in Anime and Manga* website

Left: From the online version of *Erin's Challenge! I can speak Japanese*

Japanese-Language Education: Constructing International Infrastructure and Monitoring Progress

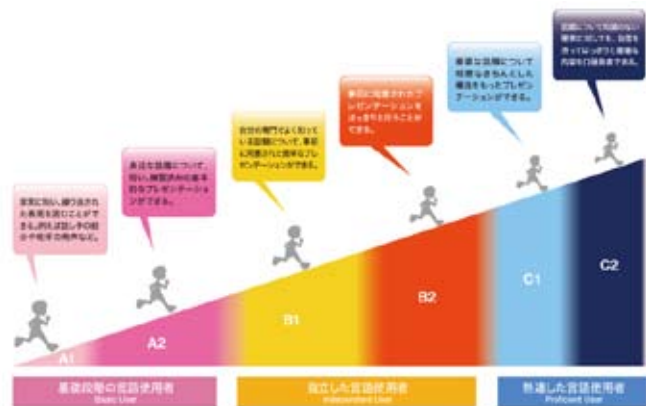
■ JF Standard for Japanese-Language Education

Based on the principle of 'Japanese for mutual understanding,' the Japan Foundation has been developing the JF Standard for Japanese-Language Education (JF Standard) as a tool to help think about teaching, learning, and assessment in Japanese-language education since 2005. "The JF Standard for Japanese-Language Education 2010" was published at the end of March 2010. Aiming for greater international acceptance and use of the Japanese-language, the Japan Foundation is involved in a number of initiatives to provide infrastructure for Japanese-language education. The JF Standard plays a core role in those efforts.

Two competences are required in order to achieve mutual understanding through language: competence in accomplishing tasks, which involves what a person can do by using that language, and competence in intercultural understanding, which involves understanding and respecting other cultures by expanding one's horizon through encounters with different cultures. The JF Standard 2010 illustrates Japanese-language proficiency by using a set of statements that describe what the learner "can do" in Japanese. These Can-do statements, which are based on the language proficiency levels specified by CEFR*, are published online on the *Minna no 'Can-do' Website*. Regardless of where in the world you learn or teach Japanese, using the same metric enables you to assess the level that you are learning or teaching at, enabling learners to set achievable objectives that suit their proficiency level and needs, and thereby to ensure that the teaching / learning process goes smoothly. The Japan Foundation provides these tools in the form of a portfolio. This is used to assess the results of nurturing competence

* CEFR refers to the "Common European Framework of Reference for Languages: Learning, Teaching, Assessment." Since its publication in 2001, the framework has come into widespread use around the world. The JF Standard is based on the CEFR approach, enabling a language learner's proficiency in Japanese to be correlated to CEFR levels.

- A1 Can read a very short, rehearsed statement – e.g. to introduce a speaker, propose a toast.
- A2 Can give a short, rehearsed, basic presentation on a familiar subject.
- B1 Can give a straightforward, prepared presentation on a familiar topic within his/her field.
- B2 Can give a clear, prepared presentation.
- C1 Can give a clear, well-structured presentation of a complex subject.
- C2 Can present a complex topic confidently and articulately to an audience unfamiliar with it.



The six Can-do levels

in accomplishing tasks and competence in intercultural understanding. Language students can use the tools to assess their own Japanese-language proficiency, record their linguistic and cultural experiences, and review their progress as part of student-centered learning.

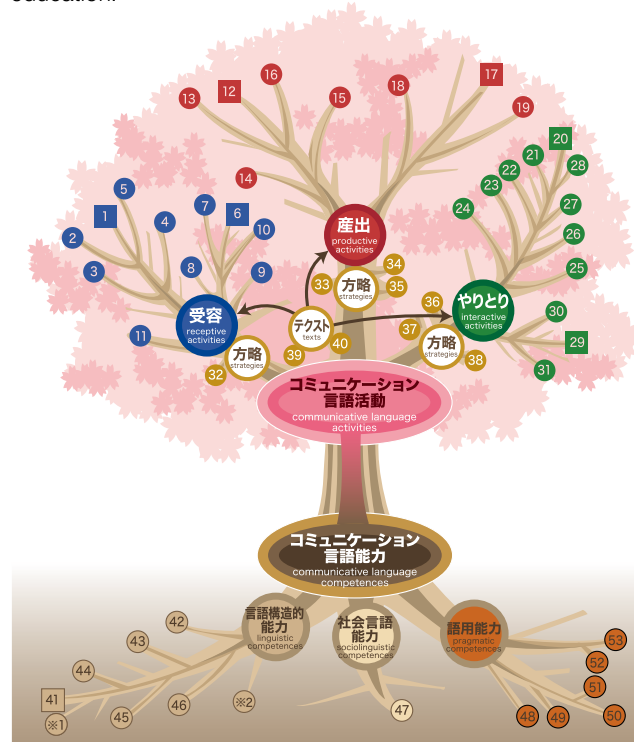
■ Survey on Japanese-Language Education

The Japan Foundation has a strong reputation for its comprehensive approach to Japanese-language education overseas. Its biggest strength is that in addition to having Japan Foundation offices overseas, it dispatches Japanese-language specialists around the world, and via Japanese embassies and consulates and the institutions it supports, it has access to up-to-date information on the state of affairs regarding Japanese-language education. Using this network, the Japan Foundation publishes a survey report on Japanese-language education that covers the whole world every three years.


In fiscal 2009, Japanese-language institutions worldwide were surveyed through questionnaires to elicit the number of students, number of teachers, purposes for studying Japanese, problems and concerns with Japanese-language teaching. Collated results and analysis of the 2009 survey will be published during fiscal 2010.

In addition, the latest information for each country or region is updated annually on the Japan Foundation website.

Thus these country-specific information and the results of surveys of educational institutions are used by a broad spectrum of people, from media representatives to people wanting to know the current state of Japanese-language education.



The "JF Standard Tree" depicts the relationship between communicative language activities and communicative language competences as a tree.



**Japanese Studies and
Intellectual Exchange**

Japanese Studies and Intellectual Exchange

To encourage Japanese studies, the Japan Foundation supports institutions and academics around the world and assists networking. Top academics are introduced to Japan, giving the Japanese people access to world level knowledge and insights into global intellectual trends. This gives the international scholars a deeper understanding of Japan, fosters the development of shared perceptions, and facilitates discussion of shared issues.

Promoting Japanese Studies Abroad

The Japan Foundation supports the studies of overseas researchers with interests in Japanese society, culture, art, history, and other areas. Since most of the Japanese studies researchers work under the auspices of a university or a research institute, it is important to ensure that research institutes can provide reliable support and construct an environment suitable for sustained research. In this context, the Japan Foundation supports institutes that play a core role in Japanese studies in the country or region, and provides fellowships or a similar support when researchers visit Japan to further their studies. The Japan Foundation also proactively provides opportunities for researchers to interact with other researchers.

Promoting Intellectual Exchange

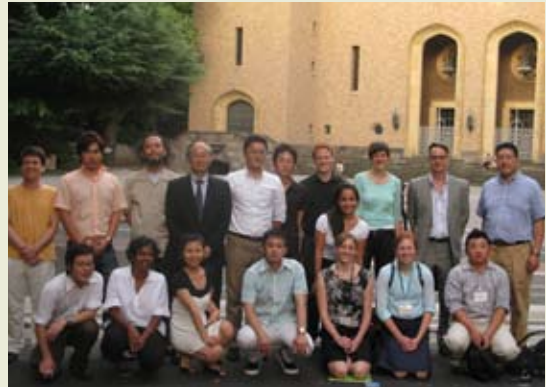
To achieve deeper understanding of global issues, and to make progress towards the resolution of such issues, it is desirable that intellectual leaders in different fields are able to become involved in ways that cross national borders. For that reason, the Japan Foundation organizes workshops, international conferences, and similar opportunities for international dialogue and promotion of research. Also, in order to stimulate intellectual interest in Japan, the Japan Foundation gives experts and specialists in many different fields the opportunity to visit Japan. It also awards grants to support intellectual exchange programs planned and implemented by various key figures to address issues above.

The Center for Global Partnership

The Center for Global Partnership arranges US-Japan collaborative projects that work with people around the world to address global issues and issues shared throughout the Asia-Pacific region, and that enable dialogue and interchange in every area and on every level. In addition to directly organizing international conferences, seminars, workshops, surveys, etc., it awards grants to groups involved in tackling the same issues through dialogue that promotes global order, or through joint efforts to overcome the effects of globalization on regional society. Through the award of fellowships and provision of coordinators, it attempts to nurture new generations of people capable of leading research and finding solutions to international issues.

1 Institutional Support

The Japan Foundation provides support to institutions such as universities and Japanese studies centers. The support is provided under medium and long-term plans to strengthen bases for Japanese studies and train human resources. Depending on the specific needs of the institution, it may include support for the purpose of expanding teaching staff, dispatching guest professors, or making more books available. This all-encompassing, sustained support program aims to energize the activities of Japanese research institutes around the world.



2 Networking

In order to construct close networks among researchers, the Japan Foundation plans international conferences, workshops, and other venues that encourage networking. In the field of Japanese studies, the Japan Foundation gives support to international conferences to promote links between specialists across academic field boundaries. Networking in a variety of forms is promoted through grants that provide partial assistance for networking activities to enhance international communication between researchers.



3 Fellowships

Grants are awarded to preeminent scholars in the fields of Japanese studies and intellectual exchange. In the field of Japanese studies, grants are available to overseas researchers, doctoral candidates, and short-term fellowship. In the field of intellectual exchange, they are given to provide overseas experts and specialists with the opportunity to visit Japan. The Abe Fellowship program is also designed to support research and exchange by researchers and journalists for the purpose of strengthening global partnerships between Japan and the United States.



Suggestions for Preparing Japanese Studies for Globalization

The world's interest seems to be shifting from Japan to China, India, and Asia. In this context, in order to get a picture of the state and circumstances of Japanese studies overseas and to review current issues, it is necessary to build networks among researchers beyond national and regional borders. By organizing the Global Japanese Studies Scholars Forum to debate how to promote the globalization of Japanese studies, the Japan Foundation is working to evaluate the status of Japanese studies worldwide, clarifying its prospects and identifying issues that need to be addressed.

In an attempt to discover the status of Japanese studies, the Japan foundation held a forum at Hakone on October 13 and 14, 2009, inviting 16 researchers from 10 countries that represent the core of Japanese studies. The forum was followed by a public symposium at the Japan foundation Headquarters on October 15. The symposium took up four reports and issues, debating the "Current Situation of Japanese Studies in Each Country and Region," "Regional Studies and Japanese Studies," "Asian Studies and Japanese Studies," and "Japanese Language and Japanese Studies," and elicited views such as the following from the speakers.

Professor Xu Yiping (Beijing Center for Japanese Studies)

"Politics and economics are said to be like the wheels of a two-wheeler vehicle. A two-wheeler has to be either like a rickshaw, incapable of rapid progress, or like a bike, unstable and easily falling over. It is not until you add the third wheel of cultural understanding to make a three-wheeler that the vehicle can be both stable and fast. International exchange is like that. Three-wheeler exchange is sustainable, and the addition of cultural understanding produces international exchange that can be steered, resulting in deeper understanding of politics and economics, too."

Harald Fuess (President of European Association for Japanese Studies)

"Once every three years, the European Association for Japanese Studies holds an international conference attended by 600 researchers. I wonder if it would be possible to hold a world congress of Japanese studies researchers in Japan every four years like the Olympics. It is important to support individual research, which forms the basis for joint research. In particular, support for young researchers represents an investment in training for the future."

Patricia G. Steinhoff (University of Hawaii, U.S.A.)

In the United States, Japanese studies has undergone an internal transformation over the past 10 years, at the same time as the big changes to American society as a result of globalization. For instance, the post-war generation of Japanese studies researchers is retiring, and a new generation of researchers is taking over. The young researchers are very capable users of Japanese, so today an increasing number of researchers read documents in the original language and conduct their research directly."

Comments from participants included "it was stimulating to be able to debate with Japanese studies researchers working in the fields and regions that I normally have no contact with," and "I hope that the issues we have clarified this time around can be addressed and link through to the next opportunity." After the event, one of the participants made a proposal that resulted in the people who met at this forum gathering again for a conference in Beijing. That is one example of how successful the forum was at strengthening the network.

[Global Japanese Studies Scholars Forum 2009, Hakone-machi: Kanagawa Prefecture and Tokyo, October 13 to 15, 2009]



Public symposium at the Japan Foundation Headquarters

Networking with Young Intellectual Leaders of Southeast Asia

Geographically and historically, the countries of Southeast Asia have a close relationship with Japan, and they are currently developing at a remarkable rate. It is important to build close relationship with the countries of this region, as well as enhancing mutual understanding on many different points, not just in political and economic areas. Based on this, the program invited a new generation of young Muslim researchers to Japan from Southeast Asia to promote their understanding of Japan and provide networking opportunities. The program took place over a ten-day period in November 2009.

The participants in this program were the following seven young researchers from three countries.

■ Indonesia

Five lecturers and staff from Syarif Hidayatullah State Islamic University (UIN) Jakarta:

Euis Nurlaelawati (Islamic family law)

Eva Nugraha (Qur'anic history, organization management)

Bambang Suryadi (education, counseling psychology)

Sukron Kamil (Arabic literature, Islam and socio-politics)

Ikhsan Ibrahim (religion/international relations)

■ The Philippines

Hanie A. Bud, Mindanao State University (international relations, organization management, Arabian and Islamic studies)

■ Malaysia

Yusri Mohamad, International Islamic University (Islamic law, Malaysian constitution, Islam in Malaysia)

The program was based around the theme of the Meiji Restoration, which was the point of departure for Japan's

modernization. It included discussion of politics, economics, technology, religion, and culture, a tea ceremony, visits to shrines and temples, and fact-finding tours to places such as the Genbaku Dome and Peace Memorial Museum in Hiroshima, and the Disaster Reduction and Human Renovation Institution and the Kobe Mosque in Kobe to gain a deeper understanding of Japan.

Participants commented that having the modernization of Japan as a lecture theme was very thought-provoking in the context of considering the modernization of their own countries, which are not part of the Western world. They also said that experiencing the tea ceremony was a useful chance to learn about the everyday culture of Japanese people. Many also noted that visiting Hiroshima provided the opportunity to think again about the importance of peace.

A follow-up program was held in March 2010 in Jakarta for the participants, with a guest lecturer from Japan, Professor Kobayashi Yasuko of the Faculty of Foreign Studies, Nanzan University. This included a panel session on the theme "Modernization and Islam" at Syarif Hidayatullah State Islamic University Jakarta. Professor Kobayashi, who researches Islam in Indonesia, gave the keynote speech, which was followed by a research report from each of the seven participants in the Young Muslim Intellectuals program. The reports were then followed by a panel discussion. Many of the local researchers, graduate students, and students who attended praised the session for its reports and discussion based on the participants' first-hand experiences in Japan. [Invitation of Young Muslim Intellectuals from Southeast Asia, Tokyo, Kyoto, Hyogo, and Hiroshima prefectures, November 4 to 13, 2009]



Above: At tea ceremony venue
Left: Prayers at Hiroshima Peace Memorial Park

Networking Between Researchers Opens Up New Paths for Research

The Japanese Studies Seminar on Meiji was held on September 11 and 12, 2009 at the Centre Européen d'Etudes Japonaises d'Alsace (CEEJA), which is located in the Alsace region of France. CEEJA is surrounded on three sides by vineyards, and has wonderful scenery with a view of the Alsace Mountains. Participants spent the whole time together, resulting in very lively discussions.

Designed around a broad theme, this seminar for Japanese studies brings young researchers in one place to present their work, to discuss and to share their opinions, along with specialists invited from Japan. In doing so, this seminar aims to create an interdisciplinary network of researchers in Europe in addition to contributing to the advancement of each scholar's own studies. Following on from the 'Edo' theme of the previous two years, this year's seminar took the theme of 'Meiji.' It was chaired by Professor Mikuriya Takashi of the University of Tokyo, who is a scholar of Japanese political history from Meiji to present and the author of books including *Meiji kokka no kansei: 1890-1905* (A History of Modern Japan: 1890-1905). Nine researchers from different parts of Europe, including both European researchers and researchers from Japan now based at European research institutes, each presented their research on themes related to the Meiji period, followed by the discussion. The participating researchers and their research topics were as follows.

Takase Nobuaki (School of Oriental and African Studies, University of London, UK)

"Mutsu Munemitsu's Study of Modern Nation States-The Process of Incorporating European Constitutional Systems into Meiji Japan"

Martin Norderborg (University of Gothenburg, Sweden)

"Resisting Westernization in 19th Century Japan-An American Primer Becomes the First Japanese Primary School Reader"



CEEJA Seminar

Yamanashi Atsushi (School of Advanced Studies in Social Science, France)

"The turning point of the Catholic Church in Japan in the early 20th century: relations between Japanese Catholics and French missionaries"

Anita Lestyan (University of Budapest, Hungary)

"The separation of kami and Buddha during the Meiji Restoration"

Ota Tomomi (Research Center on the Civilizations of East Asia, University of Strasbourg, France)

"Representations of family in the writings of Kafu: fictitious Japanese family and ideal Western family"

Frederic Ebrard (University of Haute-Alsace, Mulhouse/CEEJA, France)

"The novels serialized in the first daily newspapers"

Silvana De Maio (University of Naples "L'Orientale", Italy)

"A New Perspective on Italo-Japanese Relation in Early Meiji Japan Emerging from the Archive Records of the Historical Department of the Italian Navy"

Akutsu Mariko (Lyon University 3, France)

"European influence on the production of Imari porcelain in the second half of the 19th century"

Olga Makarova (Russian University for the Humanities, Moscow, Russia)

"Conception of 'Japanese Art' in Meiji Japan"

Professor Mikuriya, who chaired the seminar, concluded as follows:

"These nine presentations addressed a wide range of themes and each of them was far more productive than I had expected. The researchers whose mother language was not Japanese must have found it quite challenging to make their presentations in Japanese. Their research had unique points of views because they were studying in Europe, not in Japan, and this applies to the Japanese scholars, too. I understand that each individual scholar is working in a rather isolated situation. So I hope this seminar will function both as a springboard to enhance their research, and as an opportunity to build a broader network among them."

The Japan Foundation is continuing its initiatives to promote networking between researchers. A full report of this seminar will be published on the website.

[Japan-Europe Intellectual Exchanges in Alsace "Japanese Studies Seminar on Meiji," CEEJA: France, September 11 to 12, 2009]

Raising Understanding and Interest in Japan Among Future Leaders of the American News Media

The Center for Global Partnership conducts programs that promote stronger links between Japan and the United States. In August 2009, it ran a program for Invitation of American graduate students studying journalism. This was the subject of a fiscal 2009 grant to Emerson College (Boston, U.S.A.), and involved inviting to Japan a group of graduate students studying journalism with the potential to become leading journalists. Over ten days, the six participants visited Tokyo, Hyogo, and Kyoto. In Tokyo activities included a session facilitating exchange and dialogue with Japanese graduate students, and opportunities to talk with media, research, and financial specialists. In Hyogo, they met with survivors of the Hanshin-Awaji Earthquake and visited Himeji Castle. In Kyoto, they toured shrines, and temples. Through this program, participants were able to gain first-hand experience of Japanese society, and familiarize themselves with some of the cultural and historical background behind Japan's diplomatic and social policies.

While in Japan, the budding journalists met with people from many different fields in the different cultural context that Japan provides. Through this experience, in addition to gaining a better understanding of the Japanese approach, they had the opportunity to think about the role of journalists

and gain inspirations for their future. One of the participants, Sandra Garcia, commented "even though it was only our first meeting, the survivors of the Hanshin-Awaji Earthquake put so much effort into telling us about their experiences and about family members they had lost. Hearing them talk reminded me of why I wanted to become a journalist." Other comments by participants included "I would like to leverage the opportunity provided by this program into a longer-term involvement with Japan in some form or other," and "back in America, I intend to maintain the new links with the people I met while in Japan," and "before the trip I didn't know much about Japan, but this program has made the country much more familiar," demonstrating the success of the program in raising the participants' interest in Japan.

Japanese media people and speakers who participated also expressed their approval of this type of program, including one who said "Giving juniors with the potential to become top journalists the opportunity to gain an understanding of Japan is very significant for enhancing the balance of coverage (of Japanese politics, economics, society and culture) in American media in the future.

[Invitation Programme for US Graduate Students of Journalism, Tokyo, Kanagawa, Hyogo, and Kyoto prefectures, August 16 to 25, 2009]



Above: Tour of NHK International Broadcasting Bureau
Upper right: Orientation before departure (in New York City, U.S.A.)
Lower right: Visit to Ministry of Foreign Affairs

Information Services and Cooperation with Other Organizations in Japan

In addition to implementing programs in the three priority areas, the Japan Foundation carries out other activities, including provision of information on cultural exchange activities in Japan and abroad, engaging in collaborative projects with the private sector, and working with universities to carry out research on international exchange.



JFIC Library

Information Center

Providing Access to Cultural Exchange Information

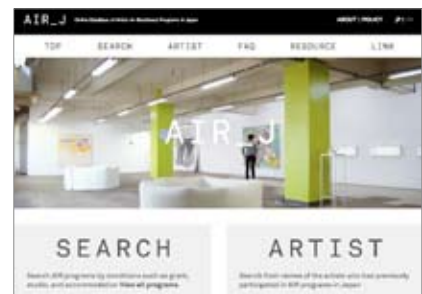
The Japan Foundation Information Center (JFIC) provides information on international cultural exchange activities by conducting public and media relations; communicating related information through a variety of channels, such as *Wochi Kochi* magazine, the annual report, website, blog, e-mail newsletters and other mediums (see p.40); implementing collaborative programs with other organizations in Japan; managing the Japan Foundation Supporters Club; operating the Japan Foundation Awards and the Japan Foundation Prizes for Global Citizenship (see p.8); managing the operation of the JFIC space which consists of the Library and Event Space; welcoming tours and visits; and conducting any other necessary activities.

During fiscal 2009, we published five issues (No.28 to 32) of our bimonthly magazine *Wochi Kochi* (Near and Far), the only periodical in Japan specializing in international cultural exchange (Japanese language only), and featured the following cover stories such as “Danube Europe Encompass Diversity”, “Kabuki Encounters the World,” and “Is Japan Introverted? Finding Active Japanese around the World.” Although the print-based magazine was discontinued in December 2009 with the publication of issue No.32, *Wochi Kochi* has re-launched as a web-based magazine.

The Japan Foundation Supporters Club offered various international cultural exchange events for its members. Major events during fiscal 2009 included a talk and music performance by two Mongolian artists Udbal (folksong singer) and Yilana (Matouqin guitar player); and a lecture by Ogura Kizo, a researcher, on the comparison between Japanese and Korean festivals. The Club also published several issues of the JF Supporters Club Newsletter and the JF



Left: *Wochi Kochi* magazine No. 32, the last edition in a paper-based format



Right: The top page of the redesigned AIR_J website <http://air-j.info/>

Supporters Club E-mail Magazine to its members. Acceptance of new members of the JF Supporters Club was discontinued as of fiscal 2009.

Our website on artist-in-residence programs in Japan underwent a significant remodeling and made a fresh start as the AIR_J website. The renewed site now allows viewers to easily retrieve detailed and most current information using the search function.

At the JFIC Library, a special exhibition “Do you know about ‘crêpe-paper books’?” was held in February and March 2010. Crêpe-paper books are beautifully illustrated books of multi-colored woodblock prints featuring Japanese folk tales and life scenes on thin, wrinkled paper, which were published from the Meiji Era (1868-1912) to the early Showa Era (1925-1989). Visitors to the exhibition were mesmerized by the distinct flavor of the old-style books.

Offering Youth Development Programs and Working Closer with the Private Sector

Furoshiki is the name for traditional Japanese wrapping cloths, which are attracting renewed attention today because of their eco-friendliness. The Office for Project Development and Corporate Partnership held an international Furoshiki design contest for students in 10 countries (Korea, China, Indonesia, Thailand, Philippines, Malaysia, Mexico, Brazil, Russia, and Vietnam). Three award-winning designs were turned into “JF Original Furoshiki” products. In addition, the Office has produced the Japan Foundation’s original Katagami Series (tote bags and postcard/pen/document folder sets), inspired by Katagami traditional paper stencils. These attractive products have been enjoying popularity both in Japan and overseas.

The Office has also been working with overseas units of Japanese corporations to promote international cultural exchange activities.

Left: Poster of JF Original Furoshiki
Right: Poster of Katagami Series products

Original furoshiki and Katagami Series goods are available for purchase at the JFIC Shop.



In fiscal 2009, we surveyed Japanese firms’ corporate social responsibility activities in China (the second round) and Vietnam and also published a report in English of the survey conducted in the previous year in Thailand.

Holding Seminars and Symposiums to Share Research Results

The Joint Research Institute for International Peace and Culture, located at the Majima Memorial Archives on the campus of Aoyama Gakuin University, is operated under a collaborative partnership between the Japan Foundation and the University.

The mission of the Institute is to contribute to the advancement of international exchange by conducting academic research, analyzing and evaluating specific activities, developing methodologies, and using the research outcomes to give back to society. The major activities of the Institute include:

- (1) Research theories and policies on international exchange
- (2) Education concerning international exchange
- (3) Collection and organization of information related to international exchange
- (4) Publication of research journals

(5) Interaction with research organizations studying international exchange activities in Japan and abroad

In fiscal 2009, the Institute engaged in joint research projects on the themes of “fostering peace through cultural initiatives,” “community revitalization and international exchange,” and “comparative studies on international culture organizations,” and organized related study meetings, symposiums, and a series of lunchtime seminars. The research results were published as a report, *Fostering Peace through Cultural Initiatives—Good Practices*; a symposium report, *Culture and Society: Examining the Social Impact of Cultural Initiatives*; and a journal, *Peace and Culture* Vol. 2, No.1.

For more details about the Institute, please visit <http://www.jripec-aoyama.jp/>

Active Collaboration with Various Partners to Introduce Japanese Culture

Working together with a wide range of partners in the Kansai region, the Kyoto Office offers various programs to introduce Japanese culture to international students and researchers.

Such programs include hands-on events such as wagashi confectionary-making, Sake brewery visits, and tour to brocade mills, as well as events with bilingual commentary such as performances of Noh and Kyogen and screening of Japanese films. The Kyoto Office also organizes lectures, seminars, and gathering of the JF fellows to meet and talk with local citizens interested in international cultural exchange activities.



Above: Performance of *Tachiubai* (Stealing the Sword) by Shigeyama Sengoro at “An Evening of Noh and Kyogen”

Right: *Kayoi Komachi* (Komachi and the Suitor) by Kongo Hisanori
Photos by Takahashi Akio



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 & 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.

Information Sources Available at the Japan Foundation

The Japan Foundation offers information on international exchange activities and Japanese culture through a wide variety of communication channels as follows:

Website

The official website of the Japan Foundation contains a variety of useful information including the Japan Foundation programs, upcoming events, grant applications, useful materials for Japanese-language teachers, reports from past research projects, and links to overseas offices.

- Japan Foundation Official Website → <http://www.jpf.go.jp/>
- To subscribe the Japan Foundation Email Magazine → visit our official website → Email Magazine

Blog, Twitter

We offer real-time information via our blog and Twitter.

- The Japan Foundation official blog "Open the Earth" → <http://d.hatena.ne.jp/japanfoundation/>
- Twitter → @japanfoundation

Web-based Magazine

Our periodical publication *Wochi Kochi* has evolved into a Web-based magazine. The online version is made available from August 2010 to reach a broader reader base, while maintaining or even improving the richness of information it provides.

Wochi Kochi Magazine (in Japanese) → <http://www.wochikochi.jp/>

Websites on Specific Areas

Through the following websites, you can access the Japan Foundation's Japanese-language educational materials and database of arts and culture:

- *Artist-in-Residence programs in Japan "AIR_J"* → <http://www.air-j.info/>
- *Performing Arts Network Japan* → <http://performingarts.jp/>
- *Japanese Book News* → The Japan Foundation official website → Publications and Goods → Periodicals
- *Japanese-Language Proficiency Test (JLPT)* → <http://www.jlpt.jp/>
- *Japanese in Anime and Manga* → <http://www.anime-manga.jp/>
- *Minna no Kyozaï* (teaching materials) → <http://minnanokyozai.jp/>
- *Nihongo de CARE NAVI* → <http://nihongodecarenavi.jp/>
- *Sushi Test* (an online Japanese-language test) → <http://momo.jpf.go.jp/sushi/>
- *Erin's Challenge! I Can Speak Japanese on the Web* → <https://www.erin.ne.jp/>

JFIC Library

Services at the Library

At the JFIC Library located on the first and second floors of the Japan Foundation Headquarters, librarians with specialized knowledge will help you find materials on the Japan Foundation programs, international cultural exchange, and Japanese culture. You can also use a variety of databases to locate specific information. It also has catalogues from exhibitions organized by the Japan Foundation and other publications available for sale.

About the JFIC Library

There are approximately 35,000 books in stock and files of newspaper and magazine clipping on the Japan Foundation. Items in the collection can be searched by using the Online Public Access Catalog (OPAC).

Service hours: 10:00–19:00 (Mon. through Fri.)

Closed: Saturday, Sundays, national holidays, the last day of the month, the Year-End and New Year holidays, and inventory days.

Note: The Library may be closed on other dates. Before visiting the library, please check the Library Schedule on the website of the Japan Foundation.

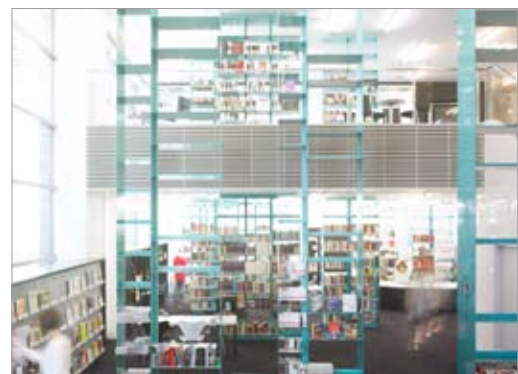
Contact: Phone: 81-3-5369-6086 Email: Lib@jpf.go.jp



Official website of the Japan Foundation



Wochi Kochi Magazine on the Web



JFIC Library

Office Visits

Group tours to our offices are always welcome. Tours are available for student and other groups interested in international cultural exchange programs. Please visit our office as a school excursion or a research activity of college or university. Tours can also be arranged at Japanese-Language Institute Urawa, and Japanese-Language Institute Kansai.

Contact:

Japan Foundation Information Center (JFIC; Tokyo):
Phone: 81-3-5369-6075

Japanese-Language Institute, Urawa (Saitama):
Phone: 81-48-834-1180

Japanese-Language Institute, Kansai (Osaka):
Phone: 81-72-490-2600



Appendix

Summary of Arts and Cultural Exchange Programs

1—Cultural Presentation Abroad

Projects: 34 (121 cities in 66 countries) Grants: 63 (99 cities in 46 countries)

In fiscal 2009, the Japan Foundation organized lectures, demonstrations and workshops abroad, and sent specialists in 16 fields of Japanese culture such as Rakugo (comic storytelling), animation, architecture, calligraphy, and cuisine to take part. The specialists included food writer Fujita Chieko, calligrapher Sisyu, Wagashi confectioner Yamaguchi Masato of Saiundo (see p. 15), Rakugo storyteller Katsura Kaishi and architect Ban Shigeru.

2—Invitation Program for Cultural Leaders

38 people invited from 26 countries

Distinguished overseas cultural figures were invited to Japan to engage in research and participate in discussions with their Japanese counterparts. Those invited included Afghan musician Ustad Gulzaman, Hungarian culinary professional Peter Buday and Mohamed Ghouse Bin Nasuruddin, president of the National Arts, Culture and Heritage Academy of Malaysia.

3—Cultural Cooperation

Projects: 6 (8 cities in 7 countries) Grants: 10 (17 cities in 10 countries)

We organized programs to offer support for an exhibition and display at the Museum of Archaeology Kaman Kalehoyuk (see p. 15), and provided coaching to athletes of the Lebanese Judo Federation, along with support for human resources development in the digital animation field in Jordan and Syria.

4—Cultural Exchange at the Grass-roots Level

Projects: 2 Grants: 118

○ As part of environmental education at an international eco-products exhibition in Jakarta, Indonesia, we ran a workshop to introduce Furoshiki (Japanese wrapping cloth), and the same workshop was also held in Vietnam. We also invited 6 American contemporary art curators to promote exchanges with Japanese counterparts.

○ As part of the Japan-East Asia Network of Exchange for Students and Youths (JENESYS) Programme, we invited young NGO/NPO staff and primary and secondary school educators focused on environmental issues and environmental education (40 people from 14 countries) to participate in a project organized under the theme, "Environment: Symbiosis with Nature and a Sustainable Society."

5—Group Tour Program for Secondary School Educators

190 teachers invited from 53 countries

With a view to giving young people around the world a better understanding of Japan and improving the understanding young Japanese people have of other cultures, we invited junior high school and high school teachers from around the globe (190 teachers from 53 countries) to visit schools and cultural facilities in the prefectures of Nagano, Fukui, Saitama (Saitama City), Gifu (Ogaki City), Shizuoka (Fuji City) and Nara (Nara City).

6—Kaiko Takeshi Memorial Asian Writers Lecture Series

Started in fiscal 1990 with an endowment from the family of the late Kaiko Takeshi, this lecture program for Asian writers marked its 19th

year in fiscal 2009. This year we invited up-and-coming Thai writer Uthis Haemamool to present lectures in Tokyo, Fukuoka, Osaka and Hakodate (see p. 15).

7—International Exhibitions

We represented Japan at the 53rd Venice Biennale Art Exhibition (commissioner of the Japanese pavilion: Minamishima Hiroshi; artist: Yanagi Miwa).

8—Exhibitions Abroad

Exhibition: 7 (9 cities in 7 countries) Grants: 50

In cooperation with museums in Japan and abroad, we held a number of exhibitions.

● "TWIST and SHOUT: Contemporary Art from Japan" (see p. 12); "WA: The Spirit of Harmony and Japanese Design Today" (Hungary, Germany and Poland); "Flickers: new media art from Japan" (Vietnam); "Voyage: View of the World by Japanese Photographer" (France); and "Kami, Silence-Action: Japanese Contemporary Art on Paper" (Germany).

○ Touring exhibitions [18 themes, 98 exhibitions (97 cities in 57 countries)]

Working with host museums, we also organized touring exhibitions around the world, showcasing a wide range of Japanese culture ranging from traditional to contemporary. They included "Counter-Photography: Japan's Artists Today," "Hidden Japan," "Scenes of Childhood: Sixty Years of Postwar Japan," and "Winter Garden: The Exploration of the Micropop Imagination in Contemporary Japanese Art."

9—Exhibitions in Japan

Aiming to introduce world-class art that is little known in Japan, we worked with the Aichi Prefecture Museum of Art to organize the exhibition, "Avant-Garde China: Twenty Years of Chinese Contemporary Art" We also invited 6 Chinese artists to Japan for the exhibition.

10—Information Exchange in Visual Arts

Projects to facilitate interaction: four (10 countries)

○ The Fifth Asian Museum Curators' Conference was held in Singapore and Malaysia to build a network of museums in Asia.

○ Invitation of pop culture researcher from Australia to Japan
Invitation of young people engaged in creative fields: 21 people (13 countries)

Under the JENESYS Programme, we invited artists, designers and other individuals engaged in creative fields to produce artistic works and develop networks.

11—Overseas Performances

Projects: 26 (93 cities in 63 countries) Grants: 98

We organized a variety of overseas performances.

● Bunraku performance in Russia, touring musical performances in the Caucasus and Middle Asia, Sawa Tomoe concerts in Korea, the Kita-ryu (school) Oshima Noh Theatre performance in Finland and Sweden, Okinawa folksong concert tour in India, and Kushida Akira animation song concert in Central America.

○ Through the Performing Arts Japan (PAJ) program, we also provided a total of 26 grants to performing arts activities in the



Left: Thai writer Uthis Haemamool
Middle: the "TWIST and SHOUT" exhibition catalog
Right: "the Winter Garden" exhibition catalog

United States and Europe to introduce Japanese performing arts to local audiences overseas.

12—Invited Performances in Japan

We organized a Balkan Chamber Orchestra concert led by notable Japanese conductor Yanagisawa Toshio to perform in Japan. The orchestra consists of musicians from Kosovo, Serbia and Macedonia.

13—International Performing Arts Co-production

Projects: 2 (4 cities in 2 countries)

○ Together with Japanese contemporary dance company Pappa TARAHUMARA and the Kelola Foundation for Indonesian Arts and Culture, we organized a collaborative performing arts project called *Garibaba's Strange World* in Indonesia.

○ In Bangkok and Chiang Mai, in Thailand, we and "Festival/Tokyo" co-hosted the performance of *Koukashita*, a Japan-Thailand contemporary dance collaboration choreographed by Japanese choreographer Ide Shigehiro.

14—Information Exchange in Performing Arts

Projects: 8

We worked continuously to facilitate information exchange among performing arts groups, presenters, festival organizers and theaters. Key initiatives included co-hosting the Tokyo Performing Arts Market 2010 and operation of bilingual Japanese-English website *Performing Arts Network Japan* (<http://www.performingarts.jp/>), which provides updates on performing arts in Japan.

15—Support Program for Translation and Publication on Japan

Grants: 76 (24 countries)

Through our grant program, we supported 76 publications of translated Japanese-language texts on subjects relating to humanities, social sciences, and arts, as well as support for books on Japanese culture written in foreign languages.

16—Book Fair Support Program

Participation in international book fairs abroad: 16 (16 cities in 16 countries)

To introduce Japanese publications and promote better understanding of Japan, we, together with Publishers Association for Cultural Exchange, Japan, participated in various book fairs such as:

- The 8th Bangkok International Book Fair (the theme was Japan)
- The 11th Moscow International Book Fair—"Non/Fiction"

17—Promotion of TV Broadcasting Abroad

Provision of Japanese TV programs: 35 (33 countries)

We provided support to overseas television stations to facilitate the broadcast of Japanese television programs, including *Wonder Sugaku Land* and *Waza-ari Nippon*, which were aired on an El Salvador TV station.

18—Support Program for Film and Visual Media Production

Grants: 9 (8 countries)

To facilitate a better understanding of Japan overseas, we provided financial support for the production of films and television programs that took included Japan in their subject matter, including a Cuban

documentary film on Japanese immigrants to Cuba and their children.

19—Film Festivals Abroad

Projects for film festival/screening: 57 (52 countries)

Grants for screening for Japanese films: 57 (26 countries)

In cooperation with Japanese embassies and consulates, local cultural organizations, and other partners, we screened Japanese films and co-sponsored film festivals around the world. They included:

- Japanese Film Festival—"Eiga Sai 2009"—in the Philippines
- Japanese film festival in Myanmar (among a variety of exchange programs to commemorate the 2009 Japan-Mekong Exchange Year)
- A Touring film festival in Vietnam

We also provided grants to facilitate the screening of Japanese films abroad.

20—Film Festivals in Japan

With the aim of introducing Japanese audiences to foreign films that would otherwise not likely to be screened in Japanese theaters, we organized screenings of films from a number of countries. In memory of Yasmin Ahmad, a renowned Malaysian film director who passed away suddenly in the summer of 2009, we as a co-organizer screened some of her work at the Tokyo International Film Festival. We also co-organized the New Asian Currents section of the Yamagata International Documentary Film Festival.

21—Information Exchange in Film, TV and Publication

We issued a quarterly newsletter entitled *Japanese Book News* (No. 60-63) for overseas publishers and translators, and a catalog providing basic information on Japanese films called *New Cinema from Japan*. The latter was published in cooperation with UNI JAPAN. We also recognized young Korean writers and translators dealing with Japanese themes with the Japan Foundation BORANABI Award for authors/translators.

22—Support for the International MANGA Award and the Anime Ambassador Project

We invited to Japan 4 Gold and Silver prize winners of the International MANGA Award (organized by the International MANGA Award Executive Committee) to honor artists who contribute to the promotion of manga overseas. We also cooperated in overseas screening events for Japanese DVDs subtitled in local languages, held as part of the Anime Ambassador Doraemon project (43 screenings in 27 locations).

23—China Center

In fiscal 2009, we invited 35 Chinese high school students under the Long-Term Program for Chinese High School Students. We also newly established the Centers for "Face-to-Face Exchanges" in Xining city (Qinghai province), Lianyungang city (Jiangsu province) and Harbin city (Heilongjiang province). Traffic on our "Heart to Heart" website, promoting cultural exchanges between young people in Japan and China, has also steadily increased.

Left: *Performing Arts Network Japan* website
Middle: *Japanese Book News*
Right: *New Cinema from Japan* and two books about Japanese films and the Japanese film industry



Summary of Japanese-Language Education Overseas Programs

1—Building and Strengthening a Network of Overseas Japanese-Language Institutions

① Survey on Japanese-Language Education Overseas

In fiscal 2009, we conducted the following surveys:

- Survey of Japanese-language institutions
- Information on individual countries/regions providing Japanese-language education

② Provision of Information on the Current Status of Japanese-Language Education

We issued periodical publications regarding Japanese-language education, both in print and in web-based electronic formats. The print versions were donated to libraries. The specific titles of the publications are as follows.

Nihongo Kyoiku Tsushin (website)

Kokusai Koryu Kikin Nihongo Kyoiku Kiyo (The Japan Foundation Japanese-Language Education Bulletin), Vol. 6 (book/website)

③ International Speech Contest in Japanese

We held the 50th International Speech Contest in Japanese in Hakodate City, Hokkaido.

④ JF Nihongo Network

The JF Nihongo Network “the Sakura Network” aims to expand its core membership to 100 organizations within the three years from fiscal 2008. This year, we selected 74 organizations as core members and helped them to organize seminars, to provide training and to develop education materials.

⑤ Japanese-Language Specialists Dispatch

We dispatched Japanese-language specialists and junior specialists to core Japanese-language institutions overseas. In cooperation with Japanese universities and graduate schools offering a Japanese-language teacher training program, we dispatched students abroad as Japanese-language teaching interns. Moreover, we provided preparatory training covering technical knowledge and skills for 2010 program participants. Figures for fiscal 2009 are as follows:

- Japanese-language specialists: 63 projects in 35 countries
- Junior specialists: 32 projects in 19 countries
- Assistant teachers: 7 projects in 7 countries
- Japanese-language interns: 244 projects in 20 countries
- Pre-dispatch training for Japanese-language specialists: 1 project

⑥ Commissioned Programs for the JENESYS Programme

We were commissioned to dispatch young Japanese-language teachers, who are majoring in Japanese-language education at university, to East Asian countries under the Japan-East Asian Network of Exchange for Students and Youths (JENESYS) Programme:

- 58 young Japanese-language teachers dispatched to 13 countries

⑦ Supporting Japanese-Language Institutions and Projects

We provided the following grants to core overseas Japanese-language institutions, as well as to the Society for Teaching Japanese as a Foreign Language, which supports Japanese-language education abroad.

- Grant Program for Japanese-Language Courses Abroad (rewards

for local teachers): 36 grants in 22 countries

- Japanese Speech Contest Support Program: 94 grants in 62 countries

- Grant Program for Developing Networks of Japanese-Language Teachers and Institutions: 25 grants in 19 countries

- Society for Teaching Japanese as a Foreign Language: 1 grant

2—Japanese-Language Proficiency Test (JLPT)(see p.21)

3—Training Programs at Japanese-Language Institute, Urawa

① Training Programs for Overseas Teachers

We provided the following training programs for overseas-based Japanese-language teachers,

- Long-Term Training Program for Foreign Teachers of the Japanese-Language: 44 teachers from 29 countries

- Short-Term Training Program for Foreign Teachers of the Japanese-Language: 96 teachers from 38 countries

- Training for Japanese-language teachers in high schools in Korea: 56 teachers

- Training for Japanese-language teachers in universities and secondary schools in China: 59 teachers

- Training for Japanese-language teachers in secondary schools in Indonesia: 20 teachers

- Short-term training for Japanese-language teachers in Thailand: 18 teachers

- Training for Japanese-language teachers in secondary schools in Malaysia: 7 teachers

- Graduate Program on Japanese-Language and Culture (Master’s Course: new entrants): 8 students from 6 countries

- Graduate Program on Japanese-Language and Culture (Master’s Course: existing students): 6 students from 5 countries

- Graduate Program on Japanese-Language and Culture (Doctorate Course: new entrants): 1 student

- Graduate Program on Japanese-Language and Culture (Doctorate Course: existing): 4 students from 4 countries

- Training Program for Leading Teachers of Japanese-Language: 8 teachers from 6 countries

In addition, we provided training programs for international JET Programme participants on Japanese-language education: Training for JET participants in Japan: 29 people from 10 countries

② Initiatives Commissioned by the JENESYS Programme

- Training for young Japanese-language teachers in East Asia: 39 teachers from 11 countries

- Training for young Japanese-language teachers in South Asia: 19 teachers from 5 countries

- Training for young Japanese-language teachers in the Mekong region: 10 teachers from 5 countries

③ We Were Also Commissioned to Provide the Following Training Programs:

- Overseas Japanese-language teachers: 13 teachers from 10 countries

- Japanese-language teachers in secondary schools in Dalian,



Left: *Nihongo Kyoiku Tsushin*, which provides information on Japanese-language education on the Japan Foundation website.
Middle: *Nihongo Kyoiku Kiyo* (Japanese-Language Education Bulletin) Vol. 6
Right: *Nihongo Kyojuho Series “Bunpo Wo Oshieru”* (Japanese-Language Education Series “Teaching Grammar”)

China: 1 teacher

○ Young Russian Japanese-language teachers: 7 teachers

4—Supporting the Development and Promotion of Japanese Language Education Materials

① Production and Promotion of Japanese-Language Educational Materials

In fiscal 2009, we continued to develop and promote our proprietary materials for teaching and studying Japanese:

○ *Erin's Challenge! I Can Speak Japanese* (broadcast/website)

In fiscal 2009, this program was rescreened on NHK and NHK World, and also broadcast on local TV networks in Brazil, Sri Lanka, Korea and Finland, with appropriate subtitling or dubbing. We also launched a website for *Erin's Challenge! I Can Speak Japanese*, where users, including beginners, can study Japanese language and culture through fun games and quizzes.

○ *The Japan Foundation Nihongo Kyojuho Series* (publications)

We published one volume of this 14-volume series: the 4th volume,

○ *Bunpo Wo Oshieru* (Teaching Grammar)

○ *Minna no Kyozaï* (website)

The search function and community-building function of *Minna no Kyozaï* were enhanced, and new teaching materials added. Total traffic to the site amounted to 5.34 million hits.

○ *Nihongo de Care-navi* (website)

A function that allows searching of Japanese example sentences was added. Total traffic to the site amounted to 740,000 hits.

○ *Japanese in Anime and Manga* (website)(see p.23)

○ The JF Standard for Japanese-Language Education(see p.24)

② Donations of Teaching Materials for Japanese-Language Education

We donated Japanese teaching materials, which are otherwise difficult to obtain locally, to overseas schools that offer Japanese-language courses (800 donations in 95 countries).

③ The Library of Japanese-Language Institute, Urawa

With its 44,616 books and audio-visuals and 673 journals and periodicals, this special library provides access to information and reference materials in the field of Japanese-language education.

5—Training Programs at the Japanese-Language Institute, Kansai

① Japanese-Language Training Programs

We provided Japanese-language programs, the like of which, due to their highly technical content, are not produced by any other organization, and other training programs to encourage overseas Japanese-language learners. The main programs for fiscal 2009 were as follows:

○ Japanese-Language Program for Foreign Service Officers: 23 people from 23 countries

○ Japanese-Language Program for Public Officials: 5 people from five countries

○ Japanese-Language Program for Researchers and Postgraduate Students: 45 people from 20 countries

○ Japanese-Language Program for University Students: 51 people

from 30 countries

○ Japanese-Language Program for Outstanding Students: 54 people from 50 countries

○ Japanese-Language Program for High School Students: 32 people from 17 countries

○ Japanese-Language Program for Young Korean Students (Lee Soo-Hyun Memorial Program): 30 people

○ Asian Youth Fellowship Japanese-Language Program: 18 people from 10 countries

○ Japanese-Language Program for University Students Group: 100 people from 18 countries

○ Osaka and Queensland Japanese-Language Teacher Training: 5 people

○ Japanese-Language Follow-up Program for Indonesian Candidates for Nursing Care Workers: 34 people

○ Japanese-Language Program for JET Participants in Osaka: 35 people from 7 countries

○ Japanese-Language Program for Foreign Diplomats in Japan: 19 people from 17 countries

② Initiatives Commissioned by the JENESYS Programme

○ College in Japan Program in East Asia: 40 people from 4 countries

○ Japanese-Language Program for University Students in East Asia (spring): 20 people from 4 countries

○ Japanese-Language Program for University Students in East Asia (summer): 30 people from 9 countries

○ Japanese-Language Program for University Students in East Asia (fall): 8 people from 2 countries

○ Japanese-Language Program for University Students in South Asia: 39 people from 6 countries

③ Other Commissioned Programs

○ Japanese-Language Program for Japanese-Language Teachers from New Zealand: 3 people

○ Japanese-Language Program for University Students from Indonesia: 2 people

○ Japanese-Language Program for Students from the Chinese University of Hong Kong: 10 people

○ Japanese-Language Program for Japanese-Language Teachers from Australia: 10 people

④ Outsourced Program

We implemented a training program for foreign diplomats in Japan (19 people from 17 countries) by entrusting the task to the Association for Japanese-Language Teaching, in accordance with Article 14 of the Act on Reform of Public Services by Introduction of Competitive Bidding (Act No. 51 of 2006).

⑤ The Library of Japanese-Language Institute, Kansai

With its 45,270 books and audio-visual materials and 285 journals, the library provides access to information and reference materials on Japanese culture and society.

Left: *Minna no Kyozaï* website
Middle: *Nihongo de Care-navi* website
Right: *Minna no 'Can-do'* Website



Summary of Japanese Studies and Intellectual Exchange Programs

1—Support for Japanese Studies Organizations

We support a number of programs by leading Japanese studies institutions worldwide aimed at improving these institutions' research capabilities and developing high-caliber academic talent. In fiscal 2007, we began to provide more comprehensive, cross-functional support tailored to the needs of recipients. This includes supporting visiting professors, providing grants for research and conferences, funding increases in teaching staff, and supporting libraries.

① Support Recipients in the Americas [16 institutions]

United States: University of Colorado; University of Virginia; University of Hawaii; Inter-University Center for Japanese-Language Studies; North American Coordinating Council on Japanese Library Resources, among others.

Central and South America: El Colegio de México; Instituto Tecnológico Autónomo de México; University of São Paulo; University of Brasilia, among others.

② Support Recipients in the Asia Pacific [26 institutions]

East Asia: Seoul National University; Nankai University; Fudan University; National University of Mongolia, among others.

Southeast Asia: Universitas Indonesia; Chulalongkorn University; Tammasat University; University of the Philippines; the University of Malaya; Hanoi VNU, among others.

South Asia: Jawaharlal Nehru University; the University of Delhi

Australia: Australian National University

③ Support Recipients in Europe, the Middle East, and Africa [23 institutions]

Europe: University of Milan; University of Venice; Universidad de Salamanca, Université Catholique de Louvain; Tashkent State University of Oriental Studies; University of Zagreb; Sofia University "St. Kliment Ohridski," among others

Middle East: University of Bagdad; University of Teheran; Ain Shams University, among others.

④ Beijing Center for Japanese Studies

We supported a program run by the Beijing Center for Japanese Studies at the Beijing Foreign Studies University, by sending a 15 teaching staff (including Japanese professors), inviting 22 graduate students and university staff to Japan, and providing grants for research and publishing projects. We also supported Peking University by sending 11 Japanese professors to its Center for Japanese Studies and inviting 24 graduate students and staff to Japan.

2—Japanese Studies Fellowships

Long-term fellowships: 82 scholars/researchers (28 countries) and 101 PhD candidates (30 countries)

Short-term fellowships: 35 researchers (19 countries)

The Japan Foundation has been inviting scholars and researchers engaged in Japanese studies to Japan since its establishment. Through this fellowship program, more than 4,500 academics have visited Japan to date to advance their studies in Japan and develop networks with Japanese specialists. In fiscal 2009, we provided long-term fellowships to 82 scholars and researchers from 28 countries and 101 PhD candidates from 30 countries as well as awarding short-term fellowships to 35 researchers from 19 countries to support their research projects in Japan. We also organized Fellow Seminars at our Headquarters and Kyoto Office for these fellows to present their academic achievements to the public.

3—Strengthening Japanese Studies Networks

Support projects: 9

We continued to promote the development of cooperative and collaborative international and interdisciplinary networks for

Japanese studies. Specific activities include the support of annual conferences of major overseas societies of Japanese studies researchers and a survey on Japanese studies in China. We also supported the activities of associations of ASEAN intellectuals who have studied in Japan, with the view of promoting mutual understanding between people in Southeast Asia and Japan.

4—Intellectual Exchange Conferences and Programs

International conferences/intellectual forums: 25 events

Funding for events: 81 grants

We organized international conferences and intellectual forums to address global and regional issues and provided funding for external events.

① Invitation of Group of Chinese Researchers and Intellectuals (November 2009 and January 2010)

This program aims to develop a forward-looking intellectual network connecting China and Japan outside of the field of Japanese studies. A delegate of 8 Chinese public academics, who have limited association with Japan, visited Japan for 9 days to meet and exchange views with Japanese researchers, visit organizations, and travel to regional cities.

② Japan-Korea Symposium on Social Entrepreneurs (January 28-29, 2010)

In Seoul, we organized a public symposium and meetings on social entrepreneurship in Japan and Korea, in view of the similar social structure the 2 countries share. The events provided a meaningful opportunity for social entrepreneurs who have started their own organizations and researchers engaged in the study of social enterprises to meet and exchange views.

③ Traveling Seminars in the Middle East for Intellectual Exchange (Egypt and Bahrain, March 2010)

Traveling seminars were held in Egypt and Bahrain under the theme "A Balance between Development of a Country and the Environment: Apply the Lessons of the Past to the Future." Two Japanese academics were sent to introduce the postwar development of Japan's economy and the measures taken to tackle resulting environmental destruction. They also held discussions with local government officials, scholars, researchers and students on how to achieve a balance between development and environmental conservation in the Middle East, which has seen a rapid increase in environmental degradation amid the rapid development of the local economy, by comparing Japan's traditional ecosystem "village forests" and the Arabian Peninsula's traditional natural resources management system, known as "hema."

④ Japan-Argentina Exchange Symposium (January 15, 2010)

We worked with foreign affairs ministries of Japan and Argentina, the Embassy of Argentina in Japan and the Embassy of Japan in Argentina to hold a symposium in Tokyo, with the aim of promoting cultural exchange and mutual understanding between Japan and Argentina. Academics from various fields, such as literary, art and mass media, from both countries were invited to discuss the future development of cultural exchange between the 2 countries.

⑤ Lecture by John Holden (March 6, 2010)

The Japan Foundation, British Council, and the Association for Corporate Support of the Arts, Japan jointly invited Prof. John Holden, former Head of Culture at British independent think-tank Demos, to provide an open lecture and take part in a panel discussion with Japanese academics on "by whom and for what cultural diplomacy should be promoted." Active discussions took place among participants regarding the increasing importance of culture in the area of foreign relations.

⑥ Invitation Programme for US Graduate Students of Journalism (August 16-25, 2009)^(see p.31)

As part of our support program for Emerson College in the United States, we invited American graduate students majoring in journalism to Japan, with the aim of facilitating their appreciation and understanding of Japan before they begin their careers as professional journalists. During their 10-day stay in Japan, they met many experts in the fields of foreign relations, economy and civil activity.

⑦ Invitation of Young Muslim Intellectuals from Southeast Asia (November 2009)^(see p.29)

Seven young university lecturers specializing in Islamic studies in Indonesia, Malaysia and the Philippines were invited to Japan to promote their understanding of Japan. Lectures were given to them by Japanese researchers on “social modernization,” using Japan as an example, as well as “harmony in Islam.” They also exchanged views about these issues. In March 2010, we held a seminar, as a follow-up program, at State Islamic University in Jakarta, Indonesia for researchers and students, in which the 7 participants spoke about their experience in Japan.

5—Intellectual Exchange Fellowships

Fellowships: 23

Through these fellowships, we supported young researchers in the humanities and social sciences from East Europe, the Middle East, and Africa who are striving to respond to the common global issues faced by contemporary societies by providing them with opportunities to conduct research in Japan and build networks with Japanese specialists for future intellectual exchange.

6—Intellectual Leaders' Exchange

Under the Asia Leadership Fellow Program, 7 intellectuals invited from various countries in Asia, including Japan, spent 2 months together in Tokyo. The participants, who are all active in addressing social issues, attended specialist lectures, engaged in intensive discussions on global challenges, and developed networks with individuals and organizations in Japan and among themselves. Through a wide variety of programs, they were also able to obtain better understanding of Japanese society and culture.

7—Support for Southeast Asian Studies

We sponsored the Southeast Asian Studies Regional Exchange Program, a program organized by the SEASREP Foundation with the aim of promoting Southeast Asian studies by Southeast Asian scholars, nurturing talented academics, and creating a network of universities and other organizations.

8—Center for Global Partnership (CGP)

Programs organized and co-organized by CGP: 15 programs

① Abe Fellowship

A total of 14 researchers and other specialists became fellows in fiscal 2009. The purpose of this fellowship program is to encourage research on pressing global issues that need urgent international, government-level response, and to develop and foster a collaborative

relationship and network of Japan and U.S. experts in this field.

During the year, we granted 4 journalists under the Abe Fellowship, which was created last fiscal year with the aim of supporting media reporting that contributes to promoting mutual understanding between Japan and the United States.

② Japan Outreach Initiative (JOI)

Five Japanese coordinators were sent to the United States under the JOI program, which aims to develop a deeper understanding of Japan and promote a grassroots level of cultural exchange in the U.S. cities where there are relatively few opportunities to participate in Japan-related activities or to interact with Japanese individuals and organizations.

③ The Other Programs

We have executed many programs, include a program to promote interaction and communication between Japanese citizens and Japanese-Americans, a program to invite American graduate students majoring in international relations, and the International Forum on Telling Live Lessons from Disasters.

Grant Programs

① Grant Programs

Under the CGP's grants program, 17 grants were provided to joint projects by Japanese and U.S. organizations in 3 areas: traditional and non-traditional approaches to security and diplomacy, global and regional economic issues, and the role of civil society. In the United States, 45 smaller-scale grants were offered, consisting of 4 grants for intellectual exchange, 2 grants for grassroots exchange, and 39 educational outreach grants. In addition, 17 grants were provided under the participatory grants program.

② Initiatives to Strengthen Japan-U.S. Exchanges

During Prime Minister Fukuda's visit to the United States in November 2007, then he announced initiatives to strengthen Japan-U.S. exchanges in 3 major areas: intellectual exchange, grassroots exchange, and Japanese-language education. As part of these initiatives, the CGP provides grants to 5 leading think tanks in the U.S. (the Center for Strategic and International Studies, the American Enterprise Institute for Public Policy Research, the Brookings Institution, the Council on Foreign Relations, and the RAND Corporation), supports Japan-America Societies based in the United States, and operates an invitation program to promote exchange with Japanese-Americans living in the U.S.

9—CULCON

The U.S.-Japan Conference on Cultural and Educational Interchange (CULCON), whose U.S. secretariat is the Japan-U.S. Friendship Commission, held the FULBRIGHT/CULCON Joint Symposium on “Japan & U.S. Soft Power: Addressing Global Challenges,” with the participation of nearly 300 people from government, business, academic, mass media, cultural and civil society circles, NPOs, including American Fulbright scholars in Asia.

Left: Report on the symposium "Intercultural City and Multicultural Symbiosis," an event co-organized with the Council of Europe
Middle: Report on the International Symposium "Children for the Future, Future of the Children," which was held in Tokyo in cooperation with Friedrich Ebert Foundation
Right: Report on the invitation of a group of young Southeast Asian intellectuals specializing in Islamic studies



Financial Cooperation from the Private Sector

The Japan Foundation is able to engage in international cultural exchange programs thanks to generous financial contributions from the private sector, including from businesses, organizations and individuals. The following outlines the system for donations to the Japan Foundation as of fiscal 2009. Also shown are corporate organizations and individuals who provided financial contributions through this system and examples of programs implemented with the donated funds.

1. Categories of Donation

[1] General Donations

These donations are allocated to expenses for the Foundation's international cultural exchange programs.

A. General Donations System

These donations are received from corporations and individuals, and their timing and amount are at the donor's discretion.

Donors (corporations and individuals) and examples of programs implemented with donations in fiscal 2009 are shown in the following page under "Donors for program expenses," "Private endowment provider" "Program support by private endowments."

(a) Donations for program expenses

These donations are allocated to expenses for the Foundation's 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.

(b) Donations to operational funds (private endowments)

These donations are deposited in the Foundation's funds, and the accrued interest is allocated in perpetuity for program expenses.

B. 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. Members can enjoy privileges such as receiving the Foundation's publications, and invitations to various events sponsored or co-sponsored by the Foundation, depending on the membership category.

(a) Corporate membership system

This system is for corporations and organizations. The members comprise Regular Members, whose donation is at least 100,000 yen, and Special members, whose donation is at least 500,000 yen annually. For members for fiscal 2009, please refer to "Corporate members" in the following page.

(b) JF Supporters Club

Fixed donations are received from individuals and groups in the form of membership dues. Annual membership fees are 3,000 yen for an Associate, 2,000 yen for a Student Associate, 10,000 yen for a Partner, and 50,000 yen for a Group.

*Processing of new and renewal membership applications for this membership program has been discontinued since February 1, 2010 due to changes to the membership system.

[2] Designated Donations

Under this program, donation from domestic individual and corporatin to support international cultural exchange programs at home and abroad are received by the Foundation, which is a designated public benefit organization, with the understanding that they will be used to subsidize the organizations that implement the specific cultural exchange projects. By utilizing this system, such donations to support the programs are treated as donations to the Foundation, and the donors are eligible to receive taxation benefits

for their donations.

Eligible programs include personnel exchanges; overseas Japanese studies and Japanese-language education programs; and performances, exhibitions, seminars, etc., related to international cultural exchange. Receipt of designated donations is subject to the decisions made by a deliberative council of external experts. See the following page for a list of designated donations programs for fiscal 2009.

2. Taxation Benefits

The Japan Foundation is a "Designated Public Benefit Organization" 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 taxation benefits.

(1) Corporations

Separate from normal donations, either the total amount of donation to Designated Public Benefit Organizations or the maximum deductible amount of donation to the Designated Public Benefit Organizations, whichever is smaller, is treated as a loss.

● Normal donations

$(\text{Amount of capital} \times \text{Number of months for the period} / 12 \times 2.5 / 1,000 + \text{Amount of income} \times 2.5 / 100) \times 1/2$

● Donation to Designated Public Benefit Organizations

$(\text{Amount of capital} \times \text{Number of months for the period} / 12 \times 2.5 / 1,000 + \text{Amount of income} \times 5 / 100) \times 1/2$

(2) Individuals

An amount equal to the donation minus 2,000 yen, up to 40% of gross income, is tax deductible. Donations of inherited assets are also eligible for beneficial taxation treatment.

3. Donations Received in Fiscal 2009

	Number of Donations	Amount (yen)
General Donations	436	24,298,575
Donations for Program Expenses	13	13,008,575
Private Endowments	1	130,000
Corporate Membership	50	9,500,000
JF Supporters Club	372	1,660,000
Designated Donations	54	484,049,046 (Note: 1)

Note 1: From the designated donations received, 468,489,046 yen and the amount brought forward from fiscal 2008 of 26,300,000 yen were granted as subsidies to 26 programs (see "Designated donations program" on the following page). The remaining 41,860,000 yen of the designated donations will be provided as subsidies to seven programs in fiscal 2010.

Note 2: On an accumulated basis from the establishment of the Foundation up to the end of fiscal 2009, general donations and designated donations received by the Fund amounted to 2,439.97 million yen and 65,328.53 million yen, respectively.

List of Donors and Programs Implemented with Donations in Fiscal 2009

Donors for Program Expenses

Donations for the Japanese-language education programs at the Japan-Hungary Cooperation Forum:	Sumitomo Chemical Co., Ltd.
Donations for the Project to Support and Exchange with Children in Quake-Devastated Sichuan Province:	Mitsubishi UFJ Securities employee association
Donations for the 53rd International Art Exhibition, Venice Biennale program:	Shiseido Co., Ltd. / Joshibi University of Arts and Design / Naoshima Fukutake Art Museum Foundation/Benesse Corporation
Donations for the Chamber Orchestra of Balkan Concert program:	Rotary Club of Tokyo Sugunami (31 members) / One company
Donations for the program to donate books to China Foreign Affairs University:	One individual
General donations:	Okagi City Enami Junior High School / three individuals

Private Endowment Provider

One individual

Program Support by Private Endowments

Examples of "Special benefaction," under which a benefactor who so desires may establish a special program with a name of the benefactor's choosing

Name of Special Benefaction Program	Donor and Content of the Program
Uchida Fellowship	Donor and content of the program benefactor is the late Mr. Uchida Genko. 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 other active in the field of music, including by participating in joint performances or collaborating on joint works. One fellow was invited from the United States in fiscal 2009.
Japanese Studies Fellowship Program offered by Takasago Thermal Engineering Co., Ltd.	The benefactor is Takasago Thermal Engineering Co., Ltd. In order to promote Japanese studies in Southeast Asia, this scholarship provides funds to allow young Southeast Asian researchers in the field of Japanese studies to visit Japan for research purposes. Two fellows were invited from Vietnam in fiscal 2009.
Kaiko Takeshi Memorial Asian Writers Lecture Series	The benefactors are the late Mrs. Kaiko Hatsuko and the late Ms. Kaiko Michiko (family of the writer Kaiko Takeshi). To promote literary exchange by introducing Asian authors and works that are little known in Japan, this program invites Asian authors and others involved in the field of literature to lecture in Japan, and provides opportunities for interaction and dialogue throughout the country. This program was terminated following the invitation of Thai novelist Uthis Haemamool in fiscal 2009.
Ken Watanabe Memorial Fund: Contribution of Books	The benefactor is 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). Donation of Japanese studies books to the Tianjin Academy of Social Sciences, China. In fiscal 2009, a total of 204 books were donated.

Corporate Members

as of the end of fiscal 2009; listed in Japanese alphabetical order

[1] Special Members

Shochiku Co., Ltd. / Electric Power Development Co., Ltd. / Mizuho Bank Ltd. / Bank of Tokyo-Mitsubishi UFJ, Ltd.

[2] 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. / Kyo-ei Fire & Marine Insurance Co., Ltd. / Kodansha 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 Capital Markets Co., Ltd. / Dentsu Inc. / 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. / Nomura Securities Co., Ltd., Shinjuku Branch / Panasonic Corporation / Bijutsu Shuppan Service Center Co., Ltd. / Hitachi Ltd. / Fujii Xerox Co., Ltd. / Bonjinsha Inc. / Mizuho Securities Co., Ltd. / Sumitomo Mitsui Banking Corp. / Mitsubishi UFJ Morgan Stanley Securities Co., Ltd. / Meiji Shoin Holdings / Mori Building Co., Ltd.

Designated Donations Programs

Countries in parenthesis represent the locations of the program implemented

US-Japan Bridging Foundation Scholarship Program (U.S.)
 Development for the Rotary Ambassadorial Scholarship and other Rotary Foundation Educational programs: 2 programs (U.S. and Japan)
 The Fund Raising Project for Helping to Establish the "Ishikawa Memorial Fund for Comparative Japanese Law" (U.S.)
 Capital Increase of the "WMU Friends in Japan Endowment Funds"(WMU FJEF) for Michitoshi Soga Japan Center at Western Michigan University(WMU) (U.S.)
 US-Japan Research Institute (U.S.)
 Japanese Legal Studies Program at University of Michigan Law School (U.S.)
 Intellectual exchange between Columbia Law School and the Japanese Legal Profession (U.S.)
 Nagashima Ohno and Tsunematsu Scholarship Fund, Columbia Law School (U.S.)
 Nagashima Ohno and Tsunematsu Program for Japanese Law and Culture at Duke Law School (U.S.)
 Japan Return Programme Nihongo Summit 2008 (Japan)
 Japan Return Programme Nihongo Summit 2009: School for Discovering Japan (Japan)
 LSH Asia Scholarship (Japan)
 Project-Fund for Sprachzentrum für Japanisch e.V. (Germany)
 2009 Japan-Hungary Project Commemorating the 50th Anniversary of the Resumption of Diplomatic Relations (Hungary)
 Japan Year 2010 in Turkey (Turkey)
 Japan-Korea Exchange Festival Matsuri 2009 (Japan)
 Music From Japan 35th Anniversary Festival (U.S.)
 Shitennoji Wasso (Japan)
 16th Honolulu Festival (U.S.)
 Mekong Festival 2009 (Japan)
 Radio Program Introducing a J-pop Music to Chinese Young People (China)
 Asian University for Women: 2 programs (Bangladesh)
 A Peaceful Friendship of Cherry Blossom Park – Nanjing (China)
 Restoration for the Japanese Garden at Japan-British Exhibition 1910 (U.K.)

Financial Statements

Budgets and Results / Balance Sheet / Profit and Loss Statement / Statement of Loss Appropriation

Budgets and Results (April 1, 2009 to March 31, 2010)

(Unit: yen)

Item	Budget	Result
Revenues		
Government subsidies	12,568,641,000	12,568,641,000
Investment revenue	2,048,179,000	2,091,694,713
Donation revenue	941,069,000	508,217,621
Income from commissioned projects	808,273,000	1,622,408,627
Other revenue	782,494,000	1,042,504,243
Total	17,148,656,000	17,833,466,204

Expenditures	Operating expenses	14,562,002,000	12,697,277,000
	Arts and Cultural Exchange programs	2,430,108,000	1,997,084,653
	Japanese-Language Education programs	4,525,479,000	3,972,222,806
	Japanese Studies and Intellectual Exchange programs	2,430,600,000	2,206,857,991
	Survey, Research, and Information Service programs	504,793,000	443,028,381
	Other programs	4,671,022,000	4,078,083,169
	General and administrative expenses	2,586,654,000	2,504,994,611
	Salaries and wages	1,787,132,000	1,687,618,975
	Supplies	799,522,000	817,375,636
Total		17,148,656,000	15,202,271,611

Note: In the Budgets and Results, salaries and wages for executives and regular employees of the Japan Foundation employed in Japan are all included under general and administrative expenses. In the Profit and Loss Statement, salaries and wages for executives and regular employees employed in Japan are included as expenses in the relevant area of operation, according to the nature of each position.

Balance Sheet (as of March 31, 2010)

(Unit: yen)

Assets	I. Current assets	Cash and deposits	6,781,595,396	
		Marketable securities	13,579,278,495	
		Prepaid expenses	46,379,419	
		Accrued income	382,818,006	
		Accounts receivable	462,325,908	
		Other current assets	17,761,983	
		Total current assets		21,270,159,207
	II. Fixed assets	1. Tangible fixed assets		
		Buildings	12,891,142,293	
		Accumulated depreciation	△ 3,215,635,857	9,675,506,436
		Structures	313,245,294	
		Accumulated depreciation	△ 149,610,607	163,634,687
		Machinery and equipment	9,134,105	
		Accumulated depreciation	△ 6,952,884	2,181,221
		Vehicles and transport equipment	122,867,430	
		Accumulated depreciation	△ 87,904,038	34,963,392
		Tools, equipment and fixtures	1,118,820,508	
		Accumulated depreciation	△ 758,076,053	360,744,455
		Art objects		467,230,874
		Land		195,318,000
		Construction in progress		4,725,000
		Total tangible fixed assets	10,904,304,065	
		2. Intangible fixed assets		
		Land lease rights		10,598,000
		Software		61,421,440
		Telephone subscription rights		441,000
		Software in progress		44,184,175
		Total intangible fixed assets		116,644,615
		3. Investment and other assets		
		Investment securities		82,694,177,836
		Long-term time deposits		1,700,000,000
		Deposits and bonds		797,114,866
		Total investments and other assets		85,191,292,702
		Total fixed assets		96,212,241,382
Total assets				117,482,400,589
Liabilities	I. Current liabilities	Liabilities from government subsidies	2,360,483,364	
		Donations received	63,042,718	
		Amount in arrears	779,626,919	
		Accrued expenses	1,579,736	
		Advances received	1,462,514,167	
		Deposits payable	8,761,086	
		Lease liabilities	21,450,778	
		Allowances		
		Allowances for bonuses	14,113,556	14,113,556
		Total current liabilities		4,711,572,324
	II. Fixed liabilities	Counterpart liabilities		
		Government operational expense subsidy counterpart liabilities	909,469,369	
		Donations counterpart liabilities	4,091,713	
		Government operational expense subsidies related to construction in progress counterpart	4,725,000	
		Government operational expense subsidy related to software in progress counterpart	21,171,675	939,457,757
		Long-term lease liabilities		24,498,381
		Total fixed liabilities		963,956,138
Total liabilities				5,675,528,462
Net assets	I. Capital stock	Government investment	112,970,859,465	
		Total capital stock		112,970,859,465
	II. Capital surplus	Capital surplus	△ 555,499,434	
		Accumulated depreciation not included in the profit and loss statement (△)	△ 3,714,716,409	
		Accumulated impairment losses not included in the profit and loss statement (△)	△ 126,000	
		Endowments from private sector	900,502,787	
		Total capital surplus		△ 3,369,839,056
	III. Net loss carried forward	Unappropriated loss for the term	△ 1,381,246,129	
		(of which: Gross loss for the term	△ 341,408,890)	
		Total net loss carried forward		△ 1,381,246,129
	IV. Valuation and translation adjustments	Valuation difference on available-for-sale securities	3,584,325,317	
		Deferred gains or losses on hedges	2,772,530	
		Total valuation and translation adjustments		3,587,097,847
Total net assets				111,806,872,127
Total liabilities and net assets				117,482,400,589

Profit and Loss Statement (April 1, 2009 to March 31, 2010)

(Unit: yen)

Ordinary expenses	Arts and Cultural Exchange programs		2,320,425,383	
	Japanese-Language Educational programs		4,111,902,047	
	Japanese Studies and Intellectual Exchange programs		2,434,660,711	
	Survey, Research, and Information Service programs		577,410,029	
	Other programs	Overseas programs	3,576,181,297	
		Cooperation in cultural exchange facilities programs	475,910,895	4,052,092,192
	General and administrative expenses			1,387,727,464
	Financial expenses			1,215,281
	Miscellaneous income deductions			704,987,564
	Total ordinary expenses			15,590,420,671
Ordinary income	Income from government subsidies		10,885,082,980	
	Income from investments		2,066,913,543	
	Income from commissioned projects		646,031,171	
	Income from donations	Income from donations	36,810,338	
		Income from designated donations	468,489,046	505,299,384
	Refund of counterpart liabilities	Refund of government operational expense subsidy counterpart liabilities	134,103,453	
		Refund of donations counterpart liabilities	1,335,361	135,438,814
	Financial income	Interest received	1,962,794	1,962,794
	Sundry income	Income from the Japanese-Language Proficiency Test	763,460,094	
		Other sundry income	245,268,724	1,008,728,818
Total ordinary income			15,249,457,504	
Ordinary loss			340,963,167	
Extraordinary losses	Retirement of fixed assets	3,327,194		
	Loss on disposal of fixed assets	445,723	3,772,917	
Extraordinary profits	Refund of government operational expense subsidy counterpart liabilities	3,327,194	3,327,194	
Net loss for the term			341,408,890	
Gross loss for the term			341,408,890	

Statement of Loss Appropriation (August 24, 2010)

(Unit: yen)

I. Unappropriated losses at end of term		1,381,246,129
Gross loss for the term	341,408,890	
Deficit at the beginning of term	1,039,837,239	
II. Deficit carried over to next term		1,381,246,129

Committees

Committee members (listed in Japanese alphabetical order) are as follows:

The Advisory Committee on Performance Evaluation

Katayama Masao

Managing Director of the Saison Foundation

Kojo Yoshiko

Professor at the Department of Advanced Social and International Studies, University of Tokyo

Sota Shuji

Professor at the Faculty of Management, Atomi University

Takashina Shuji

Director, Ohara Museum of Art

Tennichi Takahiko

Editorial writer, Yomiuri Shimbun

Nishihara Suzuko

Former Professor of the College of Culture and Communication, Tokyo Woman's Christian University

Horie Masahiro

Professor at the National Graduate Institute for Policy Studies

Morimoto Mineo

President and Representative Director, SE Corporation

American Advisory Committee for Japanese Studies (2009-2010)

Research Fellowship Screening Subcommittee

Wesley Jacobsen

Harvard University (Linguistics)

Susan Long

John Carroll University (Anthropology)

Susan Napier

Tufts University (Japanese literature/popular culture)

Yamashita Kikuko

Brown University (Japanese linguistics)

Anne Walthall

University of California, Irvine (History)

Doctoral Fellowship Screening Subcommittee

Kent Calder

Johns Hopkins University (Politics)

Rebecca Copeland

Washington University in St. Louis (Literature)

James Dobbins

Oberlin College (Religious studies)

Sabine Frühstück

University of California at Santa Barbara (Cultural studies)

Leonard Schoppa

University of Virginia (Politics)

Institutional Project Support Screening Subcommittee

Laura Hein

Northwestern University (History)

Edward Lincoln

New York University (Economics)

Jennifer Robertson

University of Michigan (Anthropology)

Richard Samuels

Massachusetts Institute of Technology (Politics)

Veronica Taylor

University of Washington (Law)

Advisory Committee of the Maison de la Culture du Japon à Paris

From France

Louis Schweitzer

Honorary Chairman, Renault

Paul Andreu

Architect

Jean-Louis Beffa

Chairman, Saint-Gobain

André Larquie

President, Palais Omnisport de Paris-Bercy; President, Theatre du Chatelet; and President, the Cite Internationale des Arts in Paris

Jean Maheu

Advisor to the French Audit Commission

Jacques Rigaud

Former President, L'Association pour le Développement du Mécénat Industriel et Commercial

André Ross

Former French Ambassador to Japan

Jean-Charles Rouher

Former Secretary-General, International Chamber of Commerce

Christian Sautter

Deputy Mayor of Paris in Charge of Economic Development, Finance, and Employment; and Former Minister of Economy, Finance and Industry

Valérie Terranova

Secretary-General, the Jacques Chirac Foundation

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Conductor

Takeuchi Sawako

Professor, Graduate School of Engineering, Kyoto University; and Director, Nissan Leadership Program for Innovative Engineers, Nissan Science Foundation

Nishigaki Toru

Professor, Graduate School of Interdisciplinary Information Studies, University of Tokyo

Haga Toru

Director of Okazaki Mindscape Museum; Honorary President, Kyoto University of Art and Design; and Professor Emeritus, University of Tokyo

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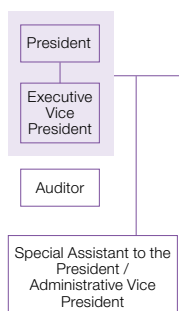
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As of October 1, 2010

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