

**ANNUAL REPORT ON THE OPERATION
OF
ASEAN-JAPAN CENTRE
FOR
FISCAL YEAR 2013**



**ASEAN-JAPAN
CENTRE**

Contents

I.	General Remarks	1
II.	Trade	7
	A. Obligatory Contributions	
1.	ASEAN Showcase and Business Matching.....	7
1.1	ASEAN Showcase and Business Matching for Indonesia	7
1.2	ASEAN Showcase and Business Matching for Malaysia	8
1.3	ASEAN Showcase and Business Matching for Cambodia.....	10
1.4	ASEAN Showcase and Business Matching for Lao P.D.R.	12
1.5	ASEAN Showcase and Business Matching for Brunei Darussalam ..	13
2.	ASEAN-Japan Business Person Support Program	
2.1	Myanmar.....	15
2.1.1	Myanmar Film Industry Promotion Program in Japan.....	15
2.1.2	Dispatch of Experts for Food Seminar in Mandalay	16
2.2	The Philippines	17
2.2.1	Dispatch of Experts to the Philippines	17
2.2.2	Special Buyer Program in the Philippines for Japanese buyers	19
2.3	Singapore	20
2.3.1	Participation in ITpro EXPO 2013	20
2.3.2	Dispatch Press to the Furniture Exhibition.....	20
2.4	Thailand.	21
2.4.1	Visit to Japan	21
2.4.2	Visit to Thailand	22
2.5	Vietnam	23
2.5.1	Dispatch of Experts, Press and Business Person to Vietnam	23
2.5.2	Dispatch of Designers to Vietnam.....	24
3.	Information Service: Market Regulations and Information for ASEAN Exporters	24
	B. Voluntary Contributions	
1.	ASEAN Creative Networks for the Development of Contents Industry..	27
1.1	Launching Seminar on ASEAN Creative Network (CAN)	27
1.2	Participation in Tokyo Game Show 2013	28
2.	CLMV Trade Fair Participation in Japan	30
3.	ASEAN New Year Networking Meetings	31

III.	Investment	35
	A. Obligatory Contributions	
	1. Investment Promotion Seminars	35
	2. Publication and Networking	41
	B. Voluntary Contributions	
	1. Investment Promotion Missions	42
	2. Business Alliance Building Programs	43
IV.	Tourism & Exchange	45
	A. Obligatory Contributions	
	1. Technical Workshop on Cultural and Heritage Tourism for CLMTV in Japan	45
	2. Tourism & Exchange PR Activities	47
	B. Voluntary Contributions	
	1. CLMV Travel Mart	53
	2. Theme-based Tourism Promotion	55
	i) Inbound Promotion	55
	ii) Outbound Promotion	59
	(1) ASEAN Sports Caravan	59
	(2) “Travel ASEAN by LCC from KIX” Seminar	59
	3. ASEAN Festival 2013	62
V.	PR Activities of the Centre	64
	1. Publications	64
	2. PR Activities through Media	64
	3. Organizing and Participating in Events	68
	I. Career Development Support for ASEAN Students in Japan	68
	II. ASEAN Dream Plan Presentation	69
	III. Participating and Supporting for Outside Events	70
	4. Briefing/Lectures on ASEAN and the Centre (Receiving Visitors / Lecture Visits)	72
	5. Implementation of ASEAN Promotional Events at the ASEAN-Japan Hall	73
	6. PR Activities through ASEAN-Japan Centre Website	78
VI.	ASEAN National Activities	79
VII.	Administrative and Financial Matters	82
	1. Administrative Matters	82
	2. Financial Matters	83

VIII. Annexes	84
1. List of Publications and Promotional Materials	84
2. List of the Directors of the Council and Executive Board Members	85
3. List of Supporting Events	87
4. Financial Statements for the Year Ended March 31, 2014, and Independent Auditor's Report	94

I. General Remarks

The following are the highlights of the main activities of the ASEAN-Japan Centre for FY2013 in trade, investment, tourism & exchange, PR activities, ASEAN National Activities, and administrative and financial matters. For further details of these activities, please refer to Sections II-VII.

Trade

13 major projects were conducted for ASEAN Member States, namely five (5) ASEAN Showcase and Business Matching for Brunei Darussalam, Cambodia, Indonesia, Lao P.D.R. and Malaysia; and five (5) ASEAN-Japan Business Person Support Program for Myanmar, the Philippines, Singapore, Thailand and Vietnam; ASEAN Creative Networks for the Development of Contents Industry; CLMV Trade Fair Participation in Japan; and Information Service: Market Regulations and Information for ASEAN Exporters. Moreover, the ASEAN New Year Networking Meetings were also organized. It was that the timing and business category of each ASEAN Showcase and Business Matching were selected based on the request of each ASEAN Trade Promotion Organization (TPOs) while the content and activities of ASEAN-Japan Business Person Support Program varied based on the proposal of each ASEAN TPO to cater to the country-specific needs in trade promotion and development. The details of each activity and the achievements derived are as follows:

1. The first ASEAN Showcase and Business Matching were organized for Indonesia from September 9-11, 2013 at ASEAN-Japan Hall. There were 15 exhibitors from Indonesia with business sector of handicrafts. There were 140 business meetings resulting in the estimated sales of US\$142,000.
2. The second ASEAN Showcase and Business Matching were organized for Malaysia from September 18-26, 2013 at ASEAN-Japan Hall. There were 10 exhibitors from Malaysia with business sector of food and beverage. There were 199 business meetings resulting in the estimated sales of US\$8,382,000.
3. The third ASEAN Showcase and Business Matching were organized for Cambodia from October 29-31, 2013 at ASEAN-Japan Hall. There were 10 exhibitors from Cambodia with product category of handicrafts. There were 85 business meetings resulting in the estimated sales of US\$270,000.
4. The fourth ASEAN Showcase and Business Matching were organized for Lao P.D.R from January 20-23, 2014 at ASEAN-Japan Hall. There were 9 exhibitors from Lao P.D.R with product category of handicrafts. There were 128 business meetings resulting in the estimated sales of US\$122,228.
5. The fifth ASEAN Showcase and Business Matching were organized for Brunei Darussalam from February 25-26, 2014 at ASEAN-Japan Hall. There were

4 exhibitors and 4 governmental agencies from Brunei Darussalam with product category of Halal food and beverage. There were 34 business meetings resulting in the estimated sales of US\$4,270,000.

6. The ASEAN-Japan Business Person Support Program for Myanmar consisted of 2 major activities: the Myanmar Film Industry Promotion Program in Japan from November 12-16, 2013 and the Dispatch of Japanese experts to Food Seminars in Myanmar from March 10-16, 2014. Activities such as a film preview at the cinema hall, working parties, etc., were organized attracting hundreds of Japanese people. The seminars in Mandalay presented by 2 experts attracted 70 participants while experts conducted production inspection at 9 companies in both Yangon and Mandalay.

7. The ASEAN-Japan Business Person Support Program for the Philippines consisted of 2 major activities: Dispatch of Japanese experts to the Philippines from October 16-21, 2013 and the special buyer program in the Manila FAME exhibition from March 14-17, 2014. On the former activity 3 experts made presentation seminars in which 30 participants took part. The latter activity which was co-organized with the Embassy of the Philippines in Japan brought 29 buyers from Tokyo and Osaka.

8. The ASEAN-Japan Business Person Support Program for Singapore also consisted of 2 activities: participation in ITpro Expo 2013 and the dispatch of press to the furniture exhibition in Singapore. The former activity involved Singapore Industrial Automation Association (SIAA) and 4 companies have undertake 80 business meetings while on the latter 2 Japanese press people were sent who visited the International Furniture Fair Singapore and wrote articles later on the promotion of the exhibition.

9. The ASEAN-Japan Business Person Support Program for Thailand consisted of 4 activities: Participation in the Private Label Trade Show in Japan from February 18-21, 2014; Two Thai companies came to Japan to have business meetings; Dispatch of press to the fashion exhibition from March 11-15, 2014 and Japanese buyers visiting BIFF & BIL/TIFF exhibitions from March 11-15, 2014. As a whole, all activities serve the needs of Thailand in the light of flexible implementation of this program.

10. The ASEAN-Japan Business Person Support Program for Vietnam also consisted of 2 activities: dispatch of experts, press and business persons in food sector to Vietnam from June 24-27, 2013 and dispatch of designers in lifestyle business sector from February 17-22, 2014. For both activities, seminars and company visits were conducted which were highly appreciated by stakeholders and VIETRADE.

11. The Trade Section implemented such Information Service: Market Regulations and Information for ASEAN Exporters which aimed mainly at

translation of a book in customs regulations and export-import practices from Japanese into English and national languages of 5 ASEAN Member States. Such information was highly valued by stakeholders in ASEAN as it was highly useful in implementing trade business.

12. As an important part of trade activities, the ASEAN Creative Networks for the Development of Contents Industry consisted of 2 major activities: launching a seminar on ASEAN Creative Network on April 29, 2013 at ASEAN-Japan Hall attracting 96 participants; and participating in the Tokyo Games Show 2013 from September 19-21, 2013 where 34 companies from ASEAN Member States joined. There were 759 business meetings with an estimated amount of sale reached US\$12,218,000.

13. On the support program for CLMV countries, 16 companies from CLMV countries were invited to Japan for participating in the interiorlifestyle Tokyo 2013 from June 5-7, 2013 which resulted in 379 business meetings with an estimated amount of sales at over US\$1.3 million.

14. With a view to promoting ASEAN Member States and AJC in Japan, the ASEAN New Year Networking Meetings were organized for Malaysia, the Philippines, Lao P.D.R., Indonesia and Thailand. These activities were highly appreciated by both Japanese and ASEAN's stakeholders.

Investment

15. Investment Promotion Seminars

The Centre has continued efforts to organize this program with a view to informing Japanese businessmen and potential investors of the latest economic climate and investment opportunities in the ASEAN Member States. The Centre together with the ASEAN Embassies, and investment agencies of ASEAN in Tokyo and their respective headquarters implemented as many as 26 investment promotion seminars and nine ASEAN Seminars in local cities.

The Centre also conducted 22 seminars at the ASEAN-Japan Hall on various topics such as ASEAN Economic History, Mekong Region Business and Transfer Price Tax. In total 57 seminars were carried out which attracted 6,093 participants from the Japanese business community.

16. Publication and Networking

To support investors in Japan with facts and data on the current economic climate and investment opportunities in each ASEAN Member State and in ASEAN as a whole, the Centre has regularly updated the investment guidebooks and other related information materials as well as the investment website. In particular, the Centre has published investment guide books, maps, investment laws of Cambodia, Indonesia, Malaysia, Myanmar, Philippines, Thailand and Vietnam, and ASEAN information map. Altogether 15,800 copies were printed.

17. Investment Promotion Missions

In cooperation with ASEAN investment agencies, the Centre supported and organized eight missions to Brunei, Cambodia, Indonesia, Lao P.D.R., Myanmar, Philippines, Thailand and Vietnam. The investment promotion missions were conducted to assist Japanese participants (potential investors, businessmen and media) to understand the investment climate and development status of countries visited.

18. Business Alliance Building Programs

The main purpose of the Business Alliance Building Program was to provide the government officials and representatives from the private sectors of ASEAN Member States with the opportunities to learn investment and industrial policies and trends and also to develop linkages and network with key persons from the industries in Japan. The Centre implemented 5 projects under this program.

Tourism & Exchange

On tourism and exchange, the Centre, for the first time, conducted ASEAN Festival 2013 as the highlight event to commemorate the 40th Year of ASEAN-Japan Friendship and Cooperation. The Centre continued to organize a series of seminars on how to welcome Muslim tourists from ASEAN to Japan in an effort to enhance inbound tourism from ASEAN to Japan. As for outbound tourism promotion, CLMV Travel Mart, a B to B project, was conducted for the first time to introduce new tourism products of CLMV countries to the Japanese tourism industry. Another outbound promotion project was a series of LCC seminars which were organized in Tokyo and Osaka. An HRD program was organized for tourism stakeholders from CLMTV in order to upgrade and update the skills and knowledge of the Japanese tourism market and cultural and heritage tourism.

19. Technical Workshop on Cultural and Heritage Tourism for CLMTV

Under the program, the Centre invited management-level stakeholders of Cambodia, Lao P.D.R., Myanmar, Thailand and Vietnam to Japan in order to provide them with the opportunity to study about Japanese travel market and cultural and heritage tourism promotion. Fourteen participants both from government and private sectors of the five countries joined the program and visited the world heritage sites in Nara.

20. Seminar on how to welcome Muslim tourists from ASEAN

In an effort to enhance the inbound tourism to Japan focusing on the emerging Muslim tourists from ASEAN, the Centre has continued to organize a series of seminars in different Japanese localities on how to cater to Muslim tourists from ASEAN. Due to increasing demands from the local governments that were eager to lure inbound tourists, a total of 38 seminars were organized. The seminars and comments of the Centre staff members on the Muslim tourist topics were covered in many Japanese media as well as foreign media.

21. ASEAN Festival 2013

This two-day event organized at Yamashita Park in Yokohama was the highlight of anniversary events the Centre organized to commemorate the 40th Year of ASEAN-Japan Friendship and Cooperation. It was the largest event every organized by the Centre with full support of the ASEAN Member States and the embassies in Tokyo. The festival was a great success and attracted 100,000 visitors who enjoyed unique culture, performance and cuisine of the ASEAN Member States.

22. CLMV Travel Mart

Efforts were made to enhance new travel products of Cambodia, Lao P.D.R., Myanmar, and Vietnam by organizing a Travel Mart for medium and small-size travel agent of the four countries. Representatives from the companies led by NTO officers were invited to Japan to meet with Japanese travel agents to introduce their products and programs. This was the first B to B activity on tourism promotion.

23. Outbound Promotion

Three LCC seminars were organized, two in Tokyo and one in Osaka. In particular, the seminar in Osaka attracted more than 200 participants, an indication of keen interest among Japanese general public on LCC travel.

PR & IT Activities

24. General Publications

3,000 copies of the ASEAN-Japan Centre Brochure and 10,000 copies of the ASEAN-Japan Centre Guide (leaflet) were published.

25. PR Activities through Media

PR activities through media were aggressively pushed forward to enhance the understanding of the ASEAN Member States and to raise the profile of the Centre among the general public in Japan. A total of 269 publicities through newspapers, magazine, and TV and radio programs have featured the Centre and its activities in FY2013 which was a marked increase in media coverage compared to FY2012.

26. Organizing and Participating in Events

The Centre organized a series of seminars under the title of “Career Development Support for ASEAN Students in Japan” and a presentation contest for ASEAN youths in Japan titled as “ASEAN Dream Plan Presentation”. Both projects were implemented as the commemorative events of the 40th Year of ASEAN-Japan Friendship and Cooperation. The Centre also participated in and supported for the events organized by external organizations. The list of supporting events was attached as Annex at the end of this report.

27. Briefing/ Lectures on ASEAN and the Centre (Receiving Visitors/ Lecture Visits)

The Centre received 12 groups of students and young professionals and conducted briefing sessions on the role and activities of the Centre, introduction of the ASEAN Member States and ASEAN-Japan relations. The Centre also visited local schools and universities to conduct lectures on the Centre and ASEAN Member States.

28. Implementation of ASEAN Promotional Events at the ASEAN-Japan Hall

One of the Centre's missions is to fully utilize the ASEAN-Japan Hall to promote activities that strengthens ASEAN-Japan partnership. As such, the Centre actively encouraged external organizations to utilize the hall through the implementation of joint events. In FY2013, a total of 130 events were organized at the ASEAN-Japan Hall for promoting ASEAN to the general public including the Centre's original events.

29. PR Activities through ASEAN-Japan Centre Website

The website was utilized to upload and publicize the Centre's publications, to announce the forthcoming activities, to report completed activities as well as to provide relevant information on trade, investment tourism, and exchange of persons.

ASEAN National Activities

30. As for the ASEAN National Activities for FY2013, programs such as participation in exhibitions, organizing seminars and missions and publications were conducted by the respective ASEAN Member States based on their needs and requirements.

Administrative and Financial Matters

31. At the 33rd Annual Meeting of the Council held on March 6-7, 2014, in Tokyo, the Council adopted, among others, the Annual Work Program and Budget for FY2014.

II. Trade

A. Obligatory Contribution

1. ASEAN Showcase and Business Matching

(for five ASEAN Member States as per timeline)

1.1 ASEAN Showcase and Business Matching for Indonesia

a) Outline

Date	September 9 (Mon) – 11 (Wed), 2013		3 working days
Theme	“Indonesian Gold”		
Number of Exhibitors	15 from Indonesia	Number of Visitors	753
Business Meetings	September 9 (Mon) ~ 11 (Wed), 2013	Number of Missions	20 (including 1 TPO official)
Dispatch of Expert (June 2013)	(Name of Expert)	(City)	
	Ms. Yoko Kawaguchi (President, Y’s Worth Corporation)	Jakarta, Bali	
Public Relations & Related Activities	<u>Publicity:</u> 1. E-mail Magazine: 28,535 addresses (9,048 addresses on August 23; 5,684 addresses on September 5 and 3,063 addresses on September 8.) 2. Exhibitors Directory: 1,000 copies 3. Press Release: The Japan Chamber of Commerce and Industry and CCI Yokohama on August 9		

b) General Outcome

Indicators	Results
Number of Business Meetings	140
Value of trial orders	US\$ 23,574
Estimated Sales	US\$ 142,000
Usefulness of the Activity (Questionnaire survey to the Exhibitors)	87%
Client Satisfaction Rating (Buyers)	8.6

c) Evaluation

- According to the response to questionnaire submitted by the exhibitors, satisfaction rate of both exhibitors (87%) and clients (8.6 points) are high.
- The number of visitors and business meetings were relatively low although AJC promoted the showcase through several ways as usual. The main reason of the low performance might be that “ASEAN Showcase Indonesia” was the last event of the four conjunct events on Indonesian Handicraft.

- The first event was participation in Tokyo International Gift Show held at Tokyo Big Sight from September 4 to 6 with 36 companies. The second one was Indonesia Fair at Mitsukoshi Department Ebisu with 7 companies (6-12 September), the third one was Little Indonesia at ASEAN-Japan Hall with 37 companies (7- 8 September). 15 companies that participated in ASEAN showcase were the same exhibitors of Tokyo International Gift Show, Ebisu Mitsukoshi (2 companies) and Little Indonesia.
- i) There was less motivation to visit ASEAN Showcase. As for the buyers, they could see the products and discuss with the exhibitors at the preceding Tokyo International Gift Show. As for the public, they could also see the products and shopping at preceding Little Indonesia and consecutive Mitsukoshi Ebisu.
- ii) Considering the above, AJC suggests that each exhibition should be organized with several months interval, not consecutive or conjunct in the future.



1.2 ASEAN Showcase and Business Matching for Malaysia

a) Outline

Date	Sept.18 (Wed.) – Sept. 26 (Thu.), 2013 (Closed on Saturday and Sunday)		7 working days
Theme	<i>Malaysian Food & Beverage</i>		
Number of Exhibitors	10 from Malaysia	Number of Visitors	2,246 (10 days)
Business Meetings	Sept. 24 (Tue.) to 26 (Thu.)	2.5 days	
	Sept. 24 (Tue.) 1:00 p.m. ~ 5:00 p.m. Sept. 25 (Wed.) 10:00 a.m. ~ 5:00 p.m. Sept. 26 (Thu.) 10:00 a.m. ~ 4:00 p.m.	Number of Missions	17 (including 1 TPO)
Dispatch of Expert	(Name of Expert)	(City)	
	Mr. Makoto Nakamura President, Nikko International Ltd.	Kuala Lumpur	

Public Relations & Related Activities	<u>Publicity :</u> 1. i) Number of Direct Mail (DM): 1,880 copies 1,580 DM were sent to buyers those who visited during Food & Beverage and Foodex in FY2012. 300 DM were sent by Matrade Tokyo Office for their customers. ii) E-mail Magazine : 40,000 mails 20,000 Email magazine sent to members 2 times on August 23, 2013 and September 11, 2013. iii) Press Release : Press releases were sent to 100 media on September 10, 2013. iv) Number of Exhibitor's Directory distributed: 300 copies
	<u>Media Coverage :</u> i) Jiji Press (Sept. 19, 2013) ii) Food Industry news' paper the frozen food daily of Shokuhin Sangyo Simbunsha Co., Ltd. (Sept. 30, 2013) http://www.ssnp.co.jp/articles/show/1310010002194736 iii) Food voice /Web news (Oct. 4, 2013) http://www.youtube.com/watch?v=3ZJIC3JHQkY <u>Seminar</u> : A seminar by Mr. Makoto Nakamura, the expert, was held as part of PR activities at ASEAN-Japan Hall for Japanese buyers on September 25, 2013. <u>Inspection Tour</u> : A factory visit was conducted Morinaga Confectionary Company on Friday, September 27 in Yokohama, Kanagawa Prefecture.

b) General Outcome

Indicators	Results
Number of Business Meetings	199
Value of trial orders	US\$ 2,000
Estimated Sales	US\$ 8,380,000
Usefulness of the Activity (Questionnaire survey to the Exhibitors)	100%
Client Satisfaction Rating (Exhibitors)	9.88
Client Satisfaction Rating (Visitors)	8.31

c) Evaluation

- During the 2.5 day business matching from the afternoon of September 24 to 26, a total of 97 visitors came to the ASEAN Showcase Malaysia, and 199 business meetings were made with Malaysian exhibitors. Among them, 71% were businessmen from manufacture, wholesaler, retailer and mail-order companies. A thorough analysis of the visitor statistics confirm that the right targeted visitors (institutional buyers) were approached successfully through the various promotions of the showcase.
- Furthermore, 82% of the visiting buyers found the business matching to be useful.

- With regard to the exhibitors, 100% were satisfied with the level of the business matching. The actual duration for business matching was only 2 and half days because the orientation meeting was held in the morning of September 24, 2013. Nevertheless, the estimated amount of sales reached US\$8.3 million. One of the participants commented that the Centre provided excellent platform and invited the right buyers, media and others.
- Among the showcased items, fresh pineapple was one of the products of growing interest among Japanese buyers. In addition, organic coffee, nata de coco and aloe products, groundnuts and cashew nuts were also shown to have received strong interest by Japanese buyers.
- However, it takes time to have contractual negotiation between exporters and importers. Although the qualities of Malaysian products have reached the standard, price competition has grown increasingly severe among ASEAN States. Exports advised us to highlight of Halal Certification of Malaysian products because Halal received increasing attention by Japanese companies.



1.3 ASEAN Showcase and Business Matching for Cambodia

a) Outline

Date	October 29 (Tue) – November 1 (Fri), 2013		4 working days
Theme	“ <i>Artisans from Khmer</i> ”		
Number of Exhibitors	10 from Cambodia	Number of Visitors	739
Business Meetings	October 29 (Tue) - 31 (Thu)	Number of Missions	18 (including 1 TPO official)
Dispatch of Expert (October -November)	(Name of Expert)	(City)	
	Mr. Kohei Takata (President, L’epice Co., Ltd.)	Siem Reap, Phnom Penh	
Public Relations & Related Activities	<u>Publicity:</u> 1. E-mail Magazine: 17,320 addresses (8,050 addresses on October 18 and 9,270 addresses on October 24, 2013) 2. Exhibitors Directory: 500 copies 3. Press Release: Press releases were sent out to 300 media, Chamber of Commerce and Industry Tokyo and MIPRO		

	<p>(Manufactured Imports and Investment Promotion Organization) on October 18, 2013.</p> <p>4. PR Flyer : 300 copies</p> <p>5. Media Coverage</p> <ul style="list-style-type: none"> - JB Press - Jiji.com - Livedoor News - Toyokeizai Online <p>6. Trade Seminar</p> <p>Seminar by Mr. Kohei Takata, the expert was held on October 29 at the ASEAN-Japan Hall.</p>
--	---

b) General Outcome

Indicators	Results
Number of Business Meetings	85
Value of trial orders	US\$2,226
Estimated Sales	US\$270,800
Usefulness of the Activity (Questionnaire survey to the Exhibitors)	60%
Client Satisfaction Rating (Buyers)	8.1

c) Evaluation

- This was the first time to organize Cambodia National Exhibition at the ASEAN-Japan Hall. Prior to the exhibition, the Centre dispatched an expert to Cambodia to conduct a seminar on the Japanese market as well as to select companies that were capable to produce high quality products meeting the needs of the market.
- In order to attract many visitors and buyers to the ASEAN Showcase Cambodia, the Centre sent out e-mail magazines and press release. In addition to this, flyers were distributed to the participants at the related events at the ASEAN-Japan Hall. However, outcome of the number of business meetings was less than expected that was reported by the exhibitors. It contributed to the result that usefulness of the activity was 60 %.
- Most exhibit items at this showcase were silk and cotton products. Buyers and visitors highly evaluated the design, quality and technique of the products and the level of producers. It would be much nicer if more varied items except silk products were showcased at the exhibition in future.



1.4 ASEAN Showcase and Business Matching for Lao P.D.R.

a) Outline

Date	January 20 (Mon) – 23 (Thu), 2014		4 working days
Theme	“Lao Windows”		
Number of Exhibitors	9 from Lao P.D.R.	Number of Visitors	921
Business Meetings	January 21 (Tue) – 23 (Thu)	Number of Missions	18 (including 2 TPO officials)
Dispatch of Expert (October -November)	(Name of Experts)	(City)	
	Mr. Katsumi Taki (Principal, Taki Katsumi & Producers)	Vientiane	
Public Relations & Related Activities	<u>Publicity:</u> 1. Direct Mails: 4,000 addresses 2. E-mail Magazine: 37,537 addresses (20,098 addresses on January 9, and 17,439 addresses on January 16) 3. Exhibitors Directory: 1,000 copies 4. Press Release: We sent press release to 8 places of Chamber of Commerce and Industry (Tokyo, Yokohama, Chiba, Kawasaki, Saitama, Nagoya, Osaka and Sapporo), Yokohama Industrial Development Corporation, the Hokkaido International Trade & Industry Promotion Association, and the Nagano-Lao Friendship Association 5. Media Advertisement Japan Times: January 10 (Fri), 2014 Mainichi Newspaper: January 18 (Sat), 2014 6. Media Coverage Jiji Press: January 22 (Wed), 2014		

b) General Outcome

Indicators	Results
Number of Business Meetings	128
Value of trial orders	US\$ 8,400
Estimated Sales	US\$122,288
Usefulness of the Activity (Questionnaire survey to the Exhibitors)	89%
Client Satisfaction Rating (Buyers)	8.4

c) Evaluation

- Based on the response of exhibitors to questionnaire done by AJC, 89% of the exhibitors expressed their satisfaction with the event. Client Satisfaction rate also reached 8.4 point.
- The number of visitors and business meetings reached satisfactory levels but was not a drastic amount although AJC promoted the showcase not only through DMs and e-mail magazines but also mass media such as Japan Times and Mainichi Shimbun which was not a usual practice. Decoration and products themselves were highly evaluated among Japanese buyers and especially the special setting by the expert was very much evaluated.
- According to the mission members, not many Japanese buyers know about Laos as a country itself and the value of its handicraft. Thus, there are many ways and opportunities for Laos to approach Japanese market to promote its trade.
- Considering the above, we might need a different approach from other ASEAN Member States to promote trade for Lao P.D.R. In order to penetrate into Japanese market, trade promotion for Lao P.D.R. could target niche market that understands the value of Lao handicrafts rather than mass production with cheap price. Trade promotion programs other than exhibition could be considered in the future.



1.5 ASEAN Showcase and Business Matching for Brunei Darussalam

a) Outline

Date	February 25 (Tue) – 26 (Wed), 2014		
Theme	<i>“Brunei Darussalam Food Industry - Brunei Halal”</i>		
Number of Participants	4 government agencies and 4 companies from Brunei Darussalam	Number of Visitors	293
Business Meetings	February 25 (Tue)	Number of Missions	9 (including 4 officials)
Dispatch of Expert	None		

Public Relations & Related Activities	<u>Publicity:</u> <ol style="list-style-type: none"> 1. E-mail Magazine: 10,757 addresses (10,103 addresses on February 18 and 654 addresses on February 20, 2014) 2. PR Flyer: 500 copies 3. Linkage with Related Authority / Association Brunei Seminar & Showcase was posted on the website of the Japanese Embassy in Brunei Darussalam and Brunei-Japan Friendship Association in Tokyo.
	<u>Related Activities</u> <ol style="list-style-type: none"> 1. Seminar on Brunei Halal on February 25, 2014 2. Factory visits on February 26, 2014 Brunei Industrial Familiarization Mission was conducted under the program of investment division on February 26. Mission members visited QP factory in Yamanashi Pref. and Japan Frozen Foods Inspection Corporation (JFFIC) in Kanagawa Pref.

b) General Outcome

Indicators	Results
Number of participants to the seminar	74
Number of Business Meetings	34
Value of trial orders	-
Estimated Sales	US\$4,270,000
Usefulness of the Activity (Questionnaire survey to the Exhibitors)	100%
Client Satisfaction Rating (Buyers)	-

c) Evaluation

- It is the first time to organize the seminar-cum-showcase on Brunei Halal at the ASEAN-Japan Hall. Since this event is designated as one of the activities to commemorate of the Brunei-Japan 30th year of diplomatic relations, Japan-Brunei Friendship Association and the Brunei Embassy in Tokyo extended their cooperation towards the Centre.
- The main focus of this program is to create an active partnership between Brunei and Japanese business sectors through Halal products and Halal certificate. Recently the interest of Japanese business people in Halal food is increasing, so it is a good opportunity to present on Brunei Halal and to showcase Halal food at one time. Some Japanese importers discussed seriously with the Brunei companies and it was reported from the participants that they would ship an order shortly.
- Factory visit to QP and Japan Frozen Foods Inspection Corporation (JFFIC) was conducted to obtain the latest information on Japanese food industry.

QP already launched their factories in ASEAN regions and manufactured Halal food to meet the demands of overseas market. QP products imported from Malaysia are sold in Brunei, so it is familiar to the members. JFFIC showed them the advanced technology of inspection procedures. All of the members expressed their gratitude to see the factory and the examination facility in Japan.

- If there is any occasion in future, more companies from Brunei Darussalam shall be invited to expose to the Japanese market and experience how to conduct business meetings.



2. ASEAN-Japan Business Person Support Program

2.1 Myanmar

2.1.1 Myanmar Film Industry Promotion Program in Japan

a) Outline

Date	November 12 (Tue) - 16 (Sat), 2013
Venue	Seminar: K.K.Kyodo News HQ Previews: IMAGICA and Roppongi Cinemart
Co-organizer	K.K.Kyodo News
Participants	<ul style="list-style-type: none"> - Mr. Thein Hltun Aung, Director, Myanmar Motion Picture Enterprise (MMPE), Ministry of Information - Ms. Grace Swe Zin Htail, Secretary General, Myanmar Motion Picture Organization (MMPO) - Mr. Aung Ko Latt, CEO & Producer, Aung Ko Latt Motion Pictures - Mr. Hector Carosso, Scriptwriter – Producer, Aung Ko Latt Motion Pictures □
Activities	<p>A seminar was held at a conference room of K.K. Kyodo News HQ in Shiodome, Tokyo to inform the latest situation of the Myanmar film business as one of the contents industries to over 100 Japanese business persons through the presentation by 4 members invited to Japan.</p> <p>The film of "Kayan Beauties" directed by Mr. Aung Ko Latt was</p>

	<p>introduced to 70 Japanese business sectors on November 13 at Tokyo Film Center of IMAGICA Co. Ltd. (Gotanda), with the presence of H. E. U Khin Maung Tin, Ambassador of Myanmar to Japan and the Embassy officials. Another preview was organized on November 14 for the general public (90 participants) at the Roppongi Cinemart.</p> <p>During the stay to Japan, the mission members visited Japan Institute of the Moving Image School of Film Studies, Tokyo Filmex Organizing Committee, Nihon Kougakuin (Tokyo Creators College) etc., to exchange view with concerned parties.</p> <p>The overall activities provided lots of opportunities to raise the profile of Myanmar film industry among Japanese business persons and the general public as well as getting experiences from Japanese film industry.</p>
--	---

b) Evaluation

- Although the Centre has never promoted a film industry in Japan since its establishment, the program came to a fruitful end by providing precious opportunities to both stakeholders in Japan and Myanmar on mutual business development. This is also due a joint activity with K.K. Kyodo News, one of the most influential media-related companies.
- The overall activities for the Myanmar mission in Japan provided lots of opportunities to raise the profile of Myanmar film industry among Japanese business persons and the general public.



2.1.2 Dispatch of Experts for Food Seminar in Mandalay

a) Outline

Date	March 10 (Mon) -16 (Sun), 2014
Place/Venue	Mandalay and Yangon
Co-organizer	Ministry of Commerce and Myanmar Food Processors and Exporters Association
Experts	Mr. Masanori Sato Research and Development Division, S&B Foods Inc. Mr. Yoshifumi Kawashima Overseas Business Division, Pegasus Global Express Co. Ltd.

Activities	<p>(1) The seminar on Export to Japan: Japanese Food Market and Requirements was held at Hotel Mandalay on March 11, 2014 with 70 participants, including Mr. Toe Aung Mying, Director General, Ministry of Commerce and other officials.</p> <p>(2) Consultation Meetings in Mandalay and Yangon Two experts visited 9 companies (6 companies in Mandalay and 3 in Yangon) for consultation to advise for their export promotion to Japan.</p> <p><Mandalay></p> <ul style="list-style-type: none"> - Strawberry Plantation & Asparagus - Garlic Plantation - Aurora Preserved Fruits - Ngwe Nan Taw - 3 Star Bean Exporter - Bayin Biscuits <p><u>Yangon</u></p> <ul style="list-style-type: none"> - New Golden Gate - Ayeyarwaddy Cooking Oil - Pyi Phyo Aung Product
------------	--



b) Evaluation

- The presentations on Japanese food experts were highly appreciated by all participants, including government officials, representatives of Myanmar food associations, food manufacturers etc. as the Japanese latest market information and fundamental factors were introduced with concrete materials.
- The second session of the seminar was also well received by the participants because of the food products brought all the way from Japan. Not only taste but also packaging and design were explained by the experts in reference to the Japanese lifestyle.

2.2 The Philippines

2.2.1 Dispatch of Experts to the Philippines

a) Outline

1. Date	October 16-21, 2013
2. Venue	SMX Convention Center, Metro Manila, Philippines
3. Dispatched Experts	Mr. Ryo Kagami, Director Kyoto Office, Dentsu, Inc. Mr. Masataka Hosoo, Hosoo Co., Ltd. Mr. Toru Tsuji, Kanetsuji Co., Ltd.
4. Number of Visitors	3,937 (4 days from October 18 to 20, 2013)
5. Detail	<Attending MANILA FAME/Design Global Philippines held on October 17-20, 2013> - Accompanying with the Secretary General, Mr. Ohnishi, who was invited to the Manila FAME by the Center for International Trade

	<p>Expositions and Missions (CITEM), Department of Trade & Industry from October 16 to 19, 2013</p> <ul style="list-style-type: none"> - CITEM provided artisanship prize to international exhibitors who have been playing an important role in design industry. <div data-bbox="560 302 1038 526" data-label="Image"> </div> <div data-bbox="1066 302 1417 526" data-label="Image"> </div> <ul style="list-style-type: none"> - Assisting the showcase for Kyoto 6 High-end products to the Global Design of the Philippines which was a special corner for top designers in the world from October 17 to 20, 2013 - Holding a seminar & workshop presented by Mr. Ryo Kagami, Mr. Masataka Hosoo, and Mr. Toru Tsuji for the Philippines manufactures and exporters at the fair site on October 18 <p><u>Topic: Japan Hand Made Special Module</u> <u>Participants: 30 People</u></p>
--	--

b) Evaluation

- While the Manila FAME is a biennial event to exhibit Philippine-made interior and fashion & accessories products for business matching, Dexign Global Philippines was the first event focusing on design aspects of various lifestyle products in which several ASEAN member states were also invited to take part.
- The highlight of Dexign Global Philippines was the presentation and demonstration undertaken by the Kyoto-6.
- Mr. Masataka Hosoo is the 12th generation of the Hosoo Inc. founded in 1688 especially in obi (sash) and kimono. Four years ago, he installed a new textile weaving machine with which craftsmen could weave yarn into a fabric in the width of 150 cm, far wider than the normal obi width (32cm) so as to expand its usage as sofa and chair covers, wallpapers, and other artistic interior decorations. His company has been promoting new fabrics among world-famous hotels, fashion goods companies, etc., with tremendous success.
- Mr. Toru Tsuji is a top-notch craftsman on metal knitting. Originally this technology was dated back to the 8th century used as kitchen utensils for Kyoto cuisine. Using the concept of the original technology, Mr. Tsuji's company has been actively developing new products one after the other over the years.
- Mr. Ryo Kagami is a business producer of Dentsu Inc. He has identified a group of young craftsmen in Kyoto who possessed big potentials to grow in the global market and has taken initiative to form the Kyoto-6 and applied for METI-promoted Cool Japan Program.
- Fusion of time-honored technology of Kyoto arts and crafts and the new inspiring design with contemporary international appeal appears highly relevant to ASEAN local products to become competitive in the international markets as long as ASEAN craftsmen have strong desire to challenge creative design. The AJC may consider organizing a mission of ASEAN craftsmen to Kyoto to observe and study how

Kyoto-6 has achieved success in the international markets.

- It was difficult to differentiate between these two events – FAME and Dexion - as after all design plays a critical role in promoting products in the market. It appeared that they have paid less attention to KPIs such as the number of visitors and that of business matching.

2.2.2 Special Buyer Program in the Philippines for Japanese buyers

a) Outline

1. Date	Visiting dates of buyers:	March 14-17, 2014
	Exhibition dates of Manila FAME:	March 13-16, 2014
	Supplemental program:	March 15, 2014
2. Venue	SMX Convention Center, Metro Manila, Philippines(Manila FAME) DTI Buendia (Supplemental program=B2B matching)	
3. Number of Buyers	29 buyers (21 buyers from Tokyo and 8 from Osaka)	
4. Detail	<ul style="list-style-type: none"> - Customized service for organized missions included amenities such as airport transfers, assignment of a dedicated Japanese assistant to interpret and assist mission delegates during the entire visit and the allotment of a special Japanese corner in the fair grounds for business matching activities. - In addition to the trade fair proper, a supplementary activity program was implemented by a leading Philippine service provider specializing in business, tourism and cultural tours in the country. Said outsourcer was tasked to provide additional venues where Japanese importers could get a glimpse of the depth of the Philippines' creativity through visits organized by Filipino design-oriented enterprises to showrooms, retail outlets and special mini exhibitions. - The aforementioned supplemental programs were designed to provide Japanese buyers with a snapshot of some of the best designed products in the country by internationally recognized personalities, indigenous tribes and social enterprises. 	

b) Evaluation

- In total, the special buyers' program was able to achieve all of its pre-oriented objective to generate greater participation to the Manila F.A.M.E. via an aggressive and focused database build up and telemarketing campaign to provide Japanese buyers attending the dispatching mission with a special customized itinerary and service package, and lastly to extend the depth and reach of Japanese buyers' exposure to "Philippine Design" by organizing through a third party supplier.
- A unique service package and supplementary program could be implemented that would enhance Japanese buyers' exposure to new products and new supplier networks in the Philippines.

2.3 Singapore

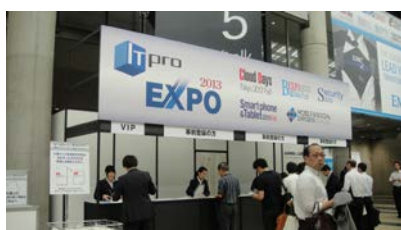
2.3.1 Participation in ITpro EXPO 2013

a) Outline

Date	October 9 (Wed) - 11 (Fri), 2013
Venue	Tokyo Big Sight
Details	Singapore Industrial Automation Association (SIAA) and 4 companies participated in the show under the support of the Centre. The object is to create a new business alliance on Internet of Things (IoT) and Machine to Machine (M2M) for both Singapore and Japan.

b) Evaluation

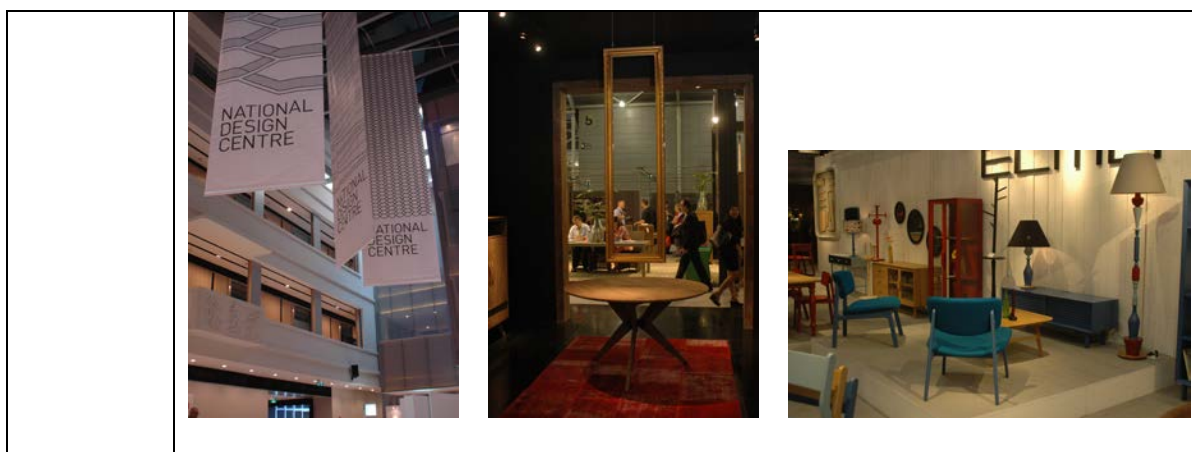
- Participation of SIAA and its members Hutcabb Consulting, Singex Exhibitions and TalariaX in the ITpro Expo 2013 followed to the IoT Asia 2014 held in Singapore from 21 - 22 April 2014. IoT (Internet-of-Things) is an advance technology for system integration or business solution for the future development. With this program as a start, the Centre would like to support to spread the IT business for Japan and ASEAN.
- During the ITpro Expo 2013, SIAA and its members conducted 80 business meetings with visitors and/or exhibitors. SIAA promoted IoT Asia 2014 to the companies they met and consequently 4 Japanese companies decided to participate in the show in Singapore.
- Hutcabb Consulting established ties with Japanese companies for potential business collaborations on system consultation and health products like the National Rehabilitation Center for Persons with Disabilities.



2.3.2 Dispatch Press to the Furniture Exhibition

a) Outline

Date	March 12 (Wed) -15 (Sat), 2014
Venue	Singapore Expo
Details	Two (2) press, Mr. Nagashima, President of AIK Co., Ltd. and Mr. Hiroshi Kano, staff writer of Kagu Shimbun-sha were dispatched to International Furniture Fair Singapore 2014 to report the latest situation of the furniture industry including the fair.



b) Evaluation

- The articles written by 2 press appeared respectively on the newspaper in April, The Home Living published by AIK and Kagu News by Kagu Shimbun. This information will be translated in English and posted in the Centre's website.

2.4 Thailand

2.4.1 Visit to Japan

a) Outline

A. Participation in Private Label Trade Show Japan	
Date	February 18 (Tue) - 21 (Fri), 2014
Details	<p>Department of International Trade Promotion (DITP) participated in the show for 4 booths in lifestyle products area. AJC supported part of the cost including booth fee and decoration fees.</p> <p>List of 17 Exhibitors:</p> <ul style="list-style-type: none"> - All Nine Co., Ltd. - Ayodhya Trade (93) Co., Ltd. - Ayada Product Co., Ltd. - Bahari (Thailand) Co., Ltd. - Better Arts Group Co., Ltd. - Greasia House Ltd. - Deesawat Industries Co., Ltd. - Natural Unit Co., Ltd. - Prempracha's Collection Co., Ltd. - S.T. Sea Star Leather Co., Ltd. - Tareeya Design Co., Ltd. - Thlos Group (Thailand) Co., Ltd. - Veribest (Thailand) Co., Ltd. - Woodwork Intertrade Co., Ltd. - Ele In Everyday Life Elements Co., Ltd. - The Natural Silk Ltd., PART - Leather Mine Co., Ltd.
B. Thai companies visited Japan for business meetings	
Details	<p>a) Good Job Co., Ltd.</p> <p>Ms. Sujin Osatarayakul, Director of Good Job Co., Ltd visited Japan</p>

	<p>from January 22 (Wed) to 24 (Fri), 2014 to participate in IFW International Fashion Fair.</p> <p>b) Design Market Co., Ltd.</p> <p>Mr. Kopong Paoswan, Managing Director of the company visited Japan from February 20 (Thu) to 24 (Mon), 2014 to have business meetings with several Japanese companies.</p>
--	--

b) Evaluation

- As a whole, this program could meet the needs and requests of Thailand very well as the program could be implemented in a flexible manner.
- For example, Thailand was the only country participated in the Private Label Trade Show so the program was planned by DITP that the size of the mission, dispatch of the expert, selection of the exhibitors and decorating the booths were decided at DITP's discretion.
- Another program was implemented for Thailand's local companies to visit Japan to advance business negotiations with their clients as well as to develop new business partners. Two Thai companies had useful business meetings with their counterparts and AJC would follow up to support for further business development.

2.4.2 Visit to Thailand

a) Outline

A. Dispatch Press to the Fashion exhibition	
Date	March 11 (Tue) -15 (Sat), 2014
Press	Ms. Fumie Ito Web Producer, Fashion Information Division Japan Fashion Association (JFA)
Details	Web fashion magazine "Style-Arena" editor was dispatched to Bangkok International Fashion Fair and Bangkok International Leather Fair (BIFF&BIL) and report Street Fashion of Bangkok. Style-Arena is a web magazine under JFA.
B. Japanese buyers visited BIFF & BIL/ TIFF exhibitions	
Date	March 11 (Tue) -15 (Sat), 2014
Buyers	<ol style="list-style-type: none"> 1. Mr. Katsumi Taki Principal, Taki Katsumi and Producers 2. Mr. Yoshihide Tsujino CEO, TTN Corporation 3. Mr. Toyoshi Hayakawa Managing Director, Naturarism Inc. 4. Mr. Shin Ota CEO, Project. E. Inc.
Details	4 Japanese buyers visited BIFF&BIL and Thailand International Furniture Fair (TIFF) and had business meetings with the exhibitors.

b) Evaluation

- Sending a press and buyers to BIFF&BIL and TIFF was requested by DITP. In order to deliver the latest fashion trend and market of Thailand, AJC chose a web magazine “Style-Arena” as they introduce street fashions. Style-Arena wrote 4 articles in total about BIFF&BIL that Thai latest fashion trend and Thai Street Fashion was introduced at their web site (www.style-arena.jp).
- Four Japanese buyers visited BIFF&BIL and TIFF mentioned that the visit to the exhibitions was very useful as they could understand the latest Thai market and had a chance to meet some companies with potential. AJC would make a follow-up of these Japanese buyers to find out any business development.



2.5 Vietnam

2.5.1 Dispatch of Experts, Press and Business Person to Vietnam

a) Outline

Date	June 24 (Mon) - 27 (Thu), 2013
Venue	Vietnam Fisheries International Exhibition 2013 (VIETFISH) in Ho Chi Minh City
Co-organizer	Vietnam Trade Promotion Agency (VIETRADE)
Participants	- Mr. Hiroaki Ogami, Advisor, Japan Frozen Food Inspection Corporation - Mr. Seiichi Saruishi, Chief Editor, Suisan Times Co. Ltd. - Mr. Shuhei Yoshida, Director & Deputy Chief Editor, Only one Journal Co. Ltd. - Mr. Seiji Totsune, President, Maple Foods Limited □
Activities	On the occasion of the VIETFISH 2013, four Japanese visited Ho Chi Minh City to study the latest situation of the fishing industry and exhibition in Vietnam. During the fair, a seminar was also organized in cooperation with VIETRADE for the benefit of Vietnamese exporters to learn the Japanese market and trends. Further, two press members conducted direct interviews with several Vietnamese companies to report the latest business situation of the industry to the Japanese business sectors concerned.

b) Evaluation

- As this is the first visit for both press people, the program provided significant opportunities to Vietnam seafood companies and Japanese press to learn the latest situation each other. The articles written by 2 presses appeared respectively on the newspaper and the magazine in July 2013. These articles were posted in the Centre's website.
- Through the interview at the fair site with 2 Vietnam companies as past exhibitors of the Centre's programs, the business transaction of over US\$660,000 with plural number of Japanese counterparts were reported.



2.5.2 Dispatch of Designers to Vietnam

a) Outline

Date	February 17 - 22, 2014
Venue	Hanoi and Ninh Binh province
Co-organizer	VIETRADE and Department of Industry and Trade of Ninh Binh province
Experts	Mr. Kohei Takata, President of L'Epice Company Mr. Teruyasu Inoue, Designer of L'Epice Company
Activities	The two experts inspected 6 companies in Ninh Binh province and 3 companies in Hanoi which focused mainly on embroidery and handicraft products. A seminar was organized in Ninh Binh province which presentations by the 2 experts focused much on design and product development for the Japanese market.

b) Evaluation

- As mentioned in the company visit and workshop, design is weakest point of Vietnamese companies. And hence, as request by numerous companies as well as Japanese experts, match-making between Vietnamese companies and Japanese experts is necessary for creating a sustainable and fruitful development of handicraft and lifestyle sector exporting to Japan.



3. Information Service: Market Regulations and Information for ASEAN Exporters

a) Outline

Date	November 1 (Fri.) – March 31 (Mon.)	5 months
Theme	The book "100 Questions for Trading with Japan" published by Manufactured Imports and Investment Promotion Organization	

	(MIPRO) was translated from Japanese into English and national languages of the ASEAN Member States	
Translation into English	Since ASEAN TPOs did not propose any company for translation into English, the ASEAN-Japan Centre made a bid and among seven (7) candidate companies, the Expertrans Global Joint-stock company based in Vietnam was selected.	
Translation into ASEAN's national languages	Each ASEAN TPO was requested whether they wish to translate into their national languages. Finally, five ASEAN TPOs expressed their wishes for doing so, i.e. Cambodia, Indonesia, Lao P.D.R, Thailand and Vietnam. And then, each TPO selected a good company for translation.	
The program outline and related activities	The above-mentioned book originally in Japanese is aimed at supporting Japanese importers. However, the book also covers various rules and regulations and useful information about customs procedures and export-import of different business sectors. And hence, the book is also useful for ASEAN's exporters. Moreover, with a view to getting the best results and with focus on Cambodia, Lao P.D.R. and Myanmar, seminars were organized with three Japanese experts to support potential manufacturers and exporters towards the international markets.	
Dispatch of Experts to organize the seminars (From March 10 to 22, 2014)	(Name of Experts)	(Countries)
	Mr. Masanori Sato (S&B Foods Inc.)	Myanmar
	Mr. Yoshifumi Kawashima (Pegasus Global Express Co., Ltd.)	Myanmar, Cambodia and Lao P.D.R.
	Mr. Masayuki Shibata (Shibata International)	Cambodia and Lao P.D.R.

b) Evaluation

(i) By March 2014, all five countries fulfilled translation from Japanese into their national languages and their e-files are expected to be uploaded on TPOs' websites. Moreover, Cambodia and Lao P.D.R. delivered the book in hardcopy to participants in the seminars. In general, stakeholders in ASEAN satisfied with the book's content and agreed that the book be very useful to improve their exports to Japan. The seminar in Cambodia attracted over 100 participants, the seminar in Lao P.D.R. attracted over 65 participants, and the seminar in Myanmar attracted over 70 participants showing the strong interest upon Japanese market in the ASEAN Member States.

(ii) The English version of the book was completed in April 2014 for the purpose of disseminating information to stakeholders of all ten ASEAN Member States via the internet link as follows: <http://www.asean.or.jp/en/trade-info/market-information/>.

(iii) So far, for foreign exporters in the world including ASEAN exporters, export to Japan is not easy from many perspectives. In this regard, the above-mentioned book was translated into English and five ASEAN national languages, covering various rules and regulations and useful information upon customs procedures and export-import of different business sectors, including advises on transportation and payments.

(iv) It is important that the information by other organisations such as MIPRO is utilized because it might be one of the cost-saving to collect the valuable information. Furthermore, the cooperation among organizations in Japan and ASEAN is necessary and important to implement activities.

c) Books translated into ASEAN's national languages and English (photo of cover page):



Cambodia



Indonesia



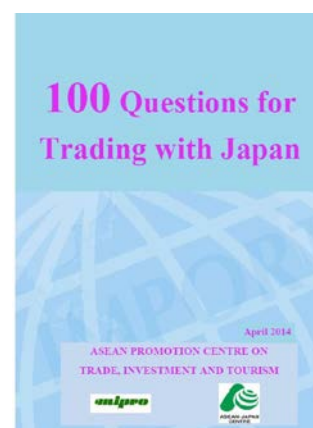
Lao P.D.R.



Thailand



Vietnam



English version

B. Voluntary Contribution

1. ASEAN Creative Networks for the Development of Contents Industry

1.1 Launching Seminar on ASEAN Creative Network (CAN)

a) Outline

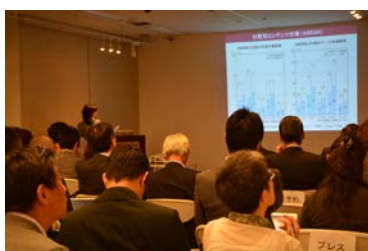
Title	Japan - ASEAN Contents Network “Case study of Contents Business in Indonesia and ASEAN Creative Network”
Date & Time	April 19 (Fri), 2013 (15:00 – 18:00)
Venue	ASEAN-Japan Hall
Organizers	1. ASEAN-Japan Centre 2. Digital Content Association of Japan (DCAJ) 3. Japan Online Game Association (JOGA)

b) General Outcome

Indicators	Results
Number of Participants	96
Number of Media Coverage	3
Client Satisfaction Rating (participants)	9.1

c) Evaluation

- i) ASEAN-Japan Forum on Development of Contents Industry has been implemented in Singapore since 2010, and then reached to create a platform for the producers and creators in ASEAN region and Japan to share experiences on the latest development of content industry. This seminar was the introduction of launching the ASEAN Creative Network (ACN).
- ii) The ACN promotes the business transaction as well as plays an active role as the business platform for Japanese and ASEAN creative companies in the field of anime, game, film and character.
- iii) We shared the useful information for the participants at the seminar including the case study of contents business in Indonesia with the cooperation of DCAJ and JOGA. After the seminar, business networking was programmed and active exchange of views among all participants was carried out.
- iv) The seminar received media exposure of which article was published by the Japan Times in May 2013.



1.2 Participation in Tokyo Game Show 2013

a) Outline

Exhibition Name	Tokyo Game Show 2013		
Date	September 19 (Thu) - 20 (Fri), 2013 Business Day September 21 (Sat) - 22 (Sun), 2013 Public Day		
Opening Hours	10:00 – 17:00		
Number of Exhibitors	34 companies from 9 ASEAN Member States	Number of Visitors	270,197
Number of Missions	59		
Public Relations & Related Activities	<p><u>Publicity:</u></p> <ol style="list-style-type: none"> Exhibitors Directory: 1,000 copies Mail Magazines: Sent 9,247 mails to registered buyers Number of Media Coverage: 4 <ul style="list-style-type: none"> ➤Nihon Keizai Shimbun ➤Mainichi Shimbun ➤Asahi Shimbun ➤ASIA Business Forecase (NHK TV) <p><u>Related Activities</u></p> <ol style="list-style-type: none"> Orientation Meeting Date: September 18 (Wed), 2013 Venue: Mayfair East Room of Hotel Green Tower Number of Attendees: 52 participants Networking Meeting with Japanese Content Companies Date: September 21 (Sat), 2013 Venue: 103 Meeting room at International Convention Hall in Makuhari Number of Attendees: 84 participants 		

b) General Outcome

Indicators	Results
Number of Media Coverage	4
Number of Business Meetings	759
Amount of Estimated Sales	US\$ 12,218,000 (9,665,000 in Japan 2,553,000 in ASEAN)
Usefulness of This Exhibition for Exhibitors' Business	100%
Client Satisfaction Rating (Exhibitors)	9.22

c) Evaluation

- i) This is the first time for the Centre to join the Tokyo Game Show by inviting companies from the ASEAN Member States.
- ii) In order to promote the ACN more widely and effectively, the Centre participated in the Tokyo Game Show to set up the direct business matching with Japanese companies under the theme of “Development of mobile applications for games”.
- iii) The number of visitors to the Tokyo Game Show was 270,197, which was increased by 21% compared with the last time in 2012. According to the Show organizer, ASEAN’s participation contributed to the increment of visitors and also increased the interest level of media. The satisfaction rate of the ASEAN exhibitors for the business meetings showed 82% based on the questionnaires conducted by the Centre.
- iv) There was an additional Networking Meetings with Japanese Content Companies on September 21, 2013 organized by the Centre in close cooperation of JOGA (Japan Online Game Association). We invited 8 Japanese companies from the various fields such as animation, characters and game applications to present their business for the ASEAN exhibitors. It was a good opportunity for both parties to know each other and exchange views in terms of latest development, new technology and market approach locally and internationally. Since buyers’ needs have been diversified more and more in recent years, this kind of meeting was highly evaluated among the participants to increase and strengthen the business connections.



2. CLMV Trade Fair Participation in Japan

a) Outline

Date	June 5 (Wed.) – 7 (Fri.), 2013	3 working days
Venue	Tokyo International Exhibition Center (Tokyo Big Sight, West Hall)	
Theme	<i>Mekong Lifestyle</i>	
Number of Exhibitors	705 companies and organizations (473 domestic exhibitors and 232 overseas exhibitors)	
Number of visitors	25,456 visitors	
Number of ASEAN Exhibitors	16 from Cambodia, Lao P.D.R., Myanmar and Vietnam	
Selling Mission	June 4 (Tue.) – 9 (Sun.), 2013	35 persons from 16 companies (including 4 Trade Promotional Organization officials of CLMV)
Public Relations & Related Activity	<p><u>PR:</u></p> <ul style="list-style-type: none"> - DM with invitation of “interiorlifestyle” dispatched to Wholesalers, manufactures, makers and press people: 1,000 copies sent on May 28 - Centre Mail Magazine: 13,000 mails were dispatched on May 10 & May 30 <p><u>Media Coverage:</u></p> <ul style="list-style-type: none"> - Senken Newspaper on May 28 <p>Introducing the Centre’s activities of FY 2013</p> <ul style="list-style-type: none"> - NNA News on May 30; Report of a visit to the CLMV Pavilion www.nna.jp <p><u>Related Activity:</u></p> <ul style="list-style-type: none"> -Orientation Meeting <p>Date: June 4 (Tue.), 2013 Venue: Conference Room 609, Conference Tower Number of Attendees: 35 participants</p>	

b) General Outcome

Indicators	Results
Number of Business Meetings	379
Amount of Estimated Sales	US\$1,301,568
Usefulness of This Exhibition for Exhibitors’ Business	100%
Client Satisfaction Rating (Exhibitors)	9.13
Client Satisfaction Rating (Buyers)	9.80

(c) Evaluation

As compared to last year's interiorlifestyle 2012, where all 10 ASEAN member states joined, the CLMV pavilion of interiorlifestyle 2013 maintained a similar ratio of 8 business meetings per company a day. In terms of trial order and estimated sales, the results of Mekong style far surpassed the previous year.

While the trial order per exhibitor was US\$11,095 in FY 2012, each exhibitor received a trial order of US\$17,554 in average in FY 2013, which was an astounding 58% increase than FY 2012. In addition, for estimated amount of sales, this year's result of US\$56,531 per exhibitor is a 43% increase from the previous year's figure of US\$39,517.

Aside from the success in terms of monetary means, all of the total 16 exhibitors evaluated their participation in interiorlifestyle as either useful or fairly useful which is a 100% satisfactory rate.

However, some exhibitors mentioned that they would like to know more information of the Japanese market, consumer's demand, and trendy products. It would be better to arrange a market inspection for them into this program in the future.



3. ASEAN New Year Networking Meetings

a) Outline

ASEAN New Year Networking Meetings were conducted in cooperation with the respective Embassies of Indonesia, Lao P.D.R., Malaysia, the Philippines, and Thailand at the ASEAN-Japan Hall with the following objectives:

- To strengthen the current networks with Japanese business sectors;
- To develop new business linkages for further promoting economic relationships in trade, investment and tourism between ASEAN member states and Japan;
- To raise the profile of ASEAN and ASEAN-Japan Centre in Japan.

Malaysia	
Date	January 28, 2014
1. Opening Remarks	His Excellency Datuk Shaharuddin Md. Som Ambassador Extraordinary and Plenipotentiary of Malaysia to Japan
2. Investment Presentation	"Investment Environment in Malaysia" Mr. Mohd Hashim Abdul Ghani, Director Malaysian Investment Development Authority (MIDA), Tokyo Office
3. Trade Presentation	"Malaysia: Your Trading Partner" Mr. Naohiko Kitaura, Assistant Director

	Malaysia External Trade Development Corporation (MATRADE), Tokyo Office
4. Tourism Presentation	“Visit Malaysia Year 2014” Mr. Makoto Tokunaga, Marketing Manager Malaysia Tourism Promotion Board
5. Working Luncheon	<i>Malay Kampung</i>

<i>The Philippines</i>	
Date	January 29, 2014
1. Opening Remarks	His Excellency Mr. Manuel M. Lopez Ambassador Extraordinary and Plenipotentiary of the Republic of the Philippines to Japan
2. Tourism Remarks Presentation	Mr. Yasuhiko Yokoyama, Section Chief Philippine Department of Tourism, Tokyo Office “English as Second Language (ESL) Education in the Philippines” Mr. Atsushi Minemura, President Association for English Studies in the Philippines
3. Trade Presentation	“Opportunities in Agro-Fishery Industry in the Philippines” Dr. Samuel Animas, Agricultural Attaché Embassy of the Philippines
4. Investment Presentation	“Business Operations in the Philippines - Conducted by NIDEC Group” Mr. Makoto Aratake, General Manager Administration Department, Central Technical Laboratory, Fluid Dynamic Bearing Mortor Business Unit, NIDEC CORPORATION
5. Working Luncheon	<i>Ms. Melba Q. Palafox</i>

<i>Lao P.D.R.</i>	
Date	February 4, 2014
1. Opening Remarks	His Excellency Mr. Khenthong Nuanthasing Ambassador Extraordinary and Plenipotentiary of Lao P.D.R. to Japan
2. Special Greeting	Her Excellency Mrs. Junko Yokota former Ambassador to Lao P.D.R.
3. Toast	Mr. Susumu Takahashi, President Saitama-Lao Friendship Association
4. Working Luncheon	<i>Asahi Holiday Service</i>

<i>Indonesia</i>	
Date	March 14, 2014
1. Traditional Dance	Tari Panyembrama dance
2. Opening Remarks	His Excellency Dr. Yusron Ihza Mahendra Ambassador Extraordinary and Plenipotentiary of the Republic of Indonesia to Japan
3. Opening Ceremony of Painting Exhibition	Performed by Mr. Idhi Maryono and Mr. Yuli Purwanto of the Embassy of the Republic of Indonesia
4. Traditional Dance	Tari Jauk dance
5. Working Luncheon	<i>Green Asia</i>

<i>Thailand</i>	
Date	March 28, 2014
1. Opening Remarks and Presentation	“Thailand-Japan, Strategic Partner for the Future” His Excellency Mr. Thanatip Upatising Ambassador Extraordinary and Plenipotentiary of the Kingdom of Thailand to Japan
2. Trade Presentation	“New Era of Trade between Japan and Thailand” Mr. Phatai Sooksommai, Minister (Commercial) Royal Thai Embassy
3. Investment Presentation	“Thailand Investment Environment and Investment Policy” Mr. Salil Wisalswadi, Minister (Economic and Investment) Royal Thai Embassy
4. Tourism Presentation	“Amazing Thailand Update Situation” Mr. Yoshiaki Fujimura, Marketing Manager of Tourism Authority of Thailand (TAT), Tokyo Office
5. Working Luncheon	<i>Pirabkao</i>



b) Evaluation

- Due to the popularity of the past two years, this year was the third year to successfully hold the Networking Meetings at the ASEAN-Japan Hall.
- Each of the Networking Meetings was attended by well over 120 participants with growing interests of Japanese business sectors to ASEAN Member States. The total number of participants for all 5 Networking Meetings was 774.

III. Investment

A. Obligatory Contributions

1. Investment Promotion Seminars

a) Outline

The program provided the Japanese business community with the opportunity to update the latest economic climate and investment opportunities of ASEAN Member States. Investment promotion seminars were organized in cooperation with local government agencies, chambers of commerce and industries, and ASEAN embassies in Japan. Representatives from Japanese companies operating in ASEAN were also invited to share their experience of doing business in the host country.

In addition, visits to and meetings with the Japanese government, business organizations, companies and potential investors were arranged. Investment promotion materials were also published under this program

b) Activities

Project	Date / Venue/Number of Participants	Key Speakers
ASEAN		
ASEAN Community Seminar	February 13 (Tokyo) 140 People	1. H.E. Dr. AKP Mochtan, Deputy Secretary-General of ASEAN 2. Mr. Daiki Kasugahara Director Asia and Pacific Division, Trade Policy Bureau, METI
Brunei		
Halal Seminar	February 25 (Tokyo) 81 people	1. Ms. Jessica Lai, Brunei Economic Development Board 2. Ms. Cristalian Jalil Marsal, Head of Halal Business Development Division, Ministry of Industry and Primary Resources 3. Ms. Wajihah Binti Haji Zainuddin Halal Food Control Division, MoRA

Cambodia		
Investment Seminar	December 2 (Nagoya) 90 people	1. Mr. Sok Chenda Sophea Minister attached to Prime Minister and Secretary General of CDC
	December 3 (Tokyo) 232 people	2. Mr. Jun Iijima, Team Leader, Team No.2, Overseas Industrial Park Dept. Sumitomo Corp. 3. Mr. Masao Suematsu COO & Executive Vice President, DENSO International Asia Co., Ltd 4. Mr. Masaaki Michishita, CEO, Haru Urarakana Shobo Co., Ltd.
Indonesia		
Investment Seminar	August 22 (Saitama) 153 people	1. Mr. Rudi Salahuddin, Director for Promotion Development, Investment Coordinating Board Republic of Indonesia (BKPM) 2. Mr. Hsdi Prasetyo, Assistant on Economy and Development, Provincial Government of East Java 3. Mr. Fumikazu Gocho, Senior Advisor for International Business Development Support International Center, SMRJ
Business Forum	March 4 (Tokyo) 420 people	1. H.E. Mr. Mahendra Siregar, Chairman of the Indonesian Investment Coordinating Board (BKPM) 2. Dr. Yuri Sato, Director General of IDE-JETRO 3. Mr. Takao Shimokawa, Director, Southeast Asia Division 1, Southeast Asia and Pacific Department, JICA 4. Mr. S.D. Darmono, President Director of JABABEKA/Kendal Industrial Park 5. Mr. Haryanto Adikoesumo, President Director of PT. AKR Corporindo 6. Mr. Norio Yamazaki, Investment Promotion Policy Advisor, Japan Desk at BKPM

Lao		
Investment Seminar	October 3 (Nagoya) 60 people	1. H.E. Mr. Somsavat Lengsavad, Deputy Prime Minister in Charge of Economic Portfolio, Lao PDR
	October 4 (Kobe) 72 people	2. Ms. Phanchinda Lengsavad Acting Director, Lao National Committee for Special Economic Zone
	October 7 (Tokyo) 253 people	3. Mr. Ong Chin Chai, Executive Director, Savan Pacifica Development Co. Ltd 4. Mr. Motoyoshi Suzuki, JICA Executive adviser to MPI
Malaysia		
Mini Seminar	September 3 (Tokyo) 94 people	Mr. Mohd Rasli Muda, Director Business & Professional Service, MIDA
Mini Seminar	October 8 (Hiroshima) 37 people	Mr. Wan Hashim Jusoh, Executive Director, Manufacturing Development, MIDA
Myanmar		
Investment Seminar	June 24 (Tokyo) 300 people	1. H.E. Dr. Khin San Yee, Deputy Minister for the Ministry of National Planning and Development (NPED)
	June 26 (Nagoya) 110 people	2. Daw Cho Cho Wynn, Deputy Director General, Directorate of Investment and Company 3. Mr. Yasuhisa Miwa, BSc, MSc, General Manager, Professional Engineer, Japan Overseas Project Dept. Steel Structure Engineering Sector, JFE Engineering Corporation 4. Mr. Mitsuru Nishigaki, President, Sanay International Pte.,Ltd.

Philippines		
IT Outsourcing Seminar	May 7 (Tokyo) 120 people	<ol style="list-style-type: none"> 1. Mr. Patricia Abejo Department of Science and Technology – Information and Communications Technology Office 2. Ms. Nora Terrado President Philippine Software Industry Association (PSIA) 3. Mr. Taro Noguchi, President KLab Cyscorpions, Inc.
Cebu Investment Seminar	July 9 (Tokyo) 114 people	<ol style="list-style-type: none"> 1. Mr. Joel Mari S. Yu, Managing Director, Cebu Investment Promotion Center 2. Mr. Masaharu Kawasumi, Advisor, Cebu Investment Promotion Center 3. Mr. Tadashi Ishikawa, Vice President, Advance World Systems Inc. 4. Mr. William Liu, President, Primary Group of Builders
Philippines Investment Seminar	November 19 (Tokyo) 137 people	<ol style="list-style-type: none"> 1. Mr. Laura Q. Del Rosario, Undersecretary, Department of Foreign Affairs 2. Mr. Ponciano Manalo , Undersecretary, Department of Trade and Industry 3. Mr. Roberto V. Garcia, Chairman and Administrator, Subic Bay Metropolitan Authority
Singapore		
Singapore Media Cultivation Seminar	August 7 (Tokyo) 20 people	Mr. Lim Swee Nian Assistant Managing Director, Singapore Economic Board

Thailand		
Investment Seminar	<p>June 18 (Yokohama) 134 people</p>	<ol style="list-style-type: none"> 1. Mr. Pariyes Piriya maskul, Minister (Economic and Investment), Office of Economic Affairs, Royal Thai Embassy 2. Mr. Boonrux Saphyakhajon, Executive Director, Investment Promotion Bureau 2, BOI 3. Mr. Takeshi Asano, Vice President Sodick (Thailand) Co., Ltd 4. Mr. Yasuhide Fujii, CPA, Partner KPMG
	<p>July 24 (Sendai) 55 people</p> <p>July 26 (Sapporo) 51 people</p>	<ol style="list-style-type: none"> 1. Ms. Hirunya Suchinai, Senior Executive Investment Advisor, BOI 2. Mr. Pariyes Piriya maskul, Minister, Office of Economic and Investment Affairs, Royal Thai Embassy 3. Mr. Isamu Wakamatsu, Director, Asia and Oceania Division, Overseas Research Department, JETRO 4. Mr. Hisato Tonouchi, Former Executive Director, TDF Co., Ltd. 5. Mr. Kazuma Takeuchi, Ex-president, Toshiba Hokuto Electronics Corporation, Former President, Toshiba Hokuto Electronics Devices (Thailand) Co., Ltd.
	<p>September 10 (Kawasaki) 155 people</p> <p>September 11 (Toyama) 59 people</p> <p>September 13 (Nagoya) 27 people</p>	<ol style="list-style-type: none"> 1. Mrs. Vasana Mututanont, Deputy Secretary General, BOI 2. Mrs. Varaporn Choeysa-ard, Executive Director, Investment Services Center, BOI 3. Mr. Isamu Wakamatsu, Director, Asia and Oceania Division, Overseas Research Department, JETRO 4. Mr. Kentaro Yokosawa, Manager, Corporate Planning Department Corporate Planning & Business Management, Nissin Kogyo Co., Ltd.

Vietnam		
Investment Seminar	<p>May 27 (Sendai) 40 people</p> <p>May 29 (Tokyo) 218 people</p>	<ol style="list-style-type: none"> 1. Mr. Do Nhat Hoang, Director General, Foreign Investment Agency (FIA), Ministry of Planning and Investment of Vietnam 2. Ms. Truong Thi Chi Binh, Director of the Supporting Industry Enterprise Development Center, Institute for Industry Policy and Strategy, Ministry of Industry and Trade of Vietnam 3. Mr. Ryoichi Nakagawa, Executive Director, BTJ JAPAN Investment Support Center 4. Mr. Yosiaki Matsui, President, Representative Director, Kahoku Lighting Solutions Corporation 5. Mr. Yutaka Watanabe, CEO, TOWA Industrial (Vietnam) Co., Ltd.
IT Seminar	<p>March 25, 2014 (Sapporo) 45 people</p>	<ol style="list-style-type: none"> 1. Dr. Nguyen Van Ba, Counsellor, Head of Investment Promotion Section, Embassy of the Socialist Republic of Vietnam 2. Mr. Nguyen Viet Vuong, Vice Director, FPT Japan Co., Ltd.

Other Seminars

No. of seminar held at ASEAN-Japan Hall	No. of participants
22	2,279

No. of ASEAN Seminar in local city	No. of participants
9	543

c) Evaluation

In FY2013, the Trade and Investment Division (Investment), in cooperation with ASEAN counterparts, organized 57 investment promotion seminars that reached out to 6,093 participants from the Japanese business community. The seminars were of general nature as well as sector-focused.

This program was highly appreciated by Member States and participants from Japanese companies due to its good track record in updating the Japanese business community on investment opportunities and business environment in

individual ASEAN Member States. The representatives of Japanese companies invited as speakers at the seminar enabled the audience to gain valuable insights through the Japanese perspectives on business conditions and operations in the host countries.



Lao Investment Seminar



Myanmar Investment Seminar

2. **Publication and Networking**

a) **Outline**

The aim of the program was to make available the facts and data on the current investment climate and opportunities in each ASEAN Member State and in ASEAN as a whole. This was achieved through various media and communication channels such as the Investment's website (which is linked to the investment website of each ASEAN Member State), publication of investment guidebooks and related information materials in Japanese, and networking activities with the Japanese government and private institutions.

b) **Activities**

Regular updates of the Investment's website ensured that the latest information on the Investment's activities and on investment in the ASEAN Member States is made available to online visitors. For better dissemination of related investment information, the Investment's website was also upgraded which was linked to the websites of investment promotion agencies in respective ASEAN Member State so that online visitors could readily access the investment information of each ASEAN Member State.

Additional investment guidebooks and other related information materials were prepared and published for widely disseminating by the Centre and by its supporting partners.

Networking activities to create business links between ASEAN and Japan business community were conducted with the active involvement of Japanese government and private institutions (e.g. METI, JETRO, JICA, chambers of commerce and industries, and business associations) for investment promotion and development.

In addition, the Division (Investment) also handled day-to-day activities which included attending to inquiries from walk-in clients, responding to

telephone and email inquiries, and collecting and disseminating investment-related information.

**c) Publication and distribution of Investment Promotion Materials
(Investment guidebook, map and other related materials)**

Country	No. of materials distributed
Cambodia	300
Malaysia	1,500
Singapore EDB News Letter	1,000
Updating Singapore EDB Web	-
Vietnam	1,500
Indonesia	1,000
Philippines	1,500
Myanmar	500
ASEAN Information map	7,500
Total	14,800

B. Voluntary Contributions

1. Investment Promotion Missions

a) Outline

Outbound investment missions from Japan to the ASEAN Member States were organized with the aim to allow Japanese businessmen, business association officials, and journalists to acquire the first-hand observation and knowledge of investment climate, living conditions, and infrastructure of the ASEAN Member States.

b) Activities

Country	Date	No. Participants
Vietnam	September 23-29, 2013	12
Indonesia	October 15-20, 2013	13
Myanmar	October 20-25, 2013	15
Thailand (Press Mission)	November 18- 23, 2013	10
Cambodia	February 16-23, 2014	30
Lao	March 2-9, 2014	33
Philippine	March 4-7, 2014	14

Country	Date	No. Participants
Brunei	March 16-19, 2014	13

c) Evaluation

In FY 2013, a total of eight (8) outward investment promotion missions with a total of 140 participants were organized. The outward missions enabled Japanese businessmen and journalists to update information on the investment conditions and industries in the ASEAN Member States. The Technical Assistance Program helped the ASEAN Member States to understand the latest trends and development of Japanese business and industry requirements.

The missions were instrumental to promote investment opportunities in specific industries among Japanese potential investors participating in the missions and the Japanese business community. More than 54 news articles were written by the press participants during FY 2013.

2. Business Alliance Building Programs

a) Outline

This program aimed to update ASEAN government officials and private sector representatives on the latest trends and developments in Japanese industries, FDI-related Japanese government agencies and organizations and the needs of Japanese investors.

The industrial familiarization program for ASEAN participants included meetings with Japanese government agencies and businessmen, visits to Japanese manufacturing factories and industry associations as well as updates and exchanges with the Japanese business community through such platforms as seminars and roundtable discussions. Follow-up meetings with previous contacts were also arranged upon request. This program was also arranged in other ASEAN Member States where suitable Japanese and ASEAN facilities were made available.

In some cases, Japanese industry experts were dispatched to evaluate, assist, and develop industries that the member states placed priority for improving productivity and strengthening competitive to match the Japanese standards. ASEAN officials were also dispatched to Japan to attend training programs or workshops.

b) Activities

Project	Date	Venue
Myanmar	June 22-28	Tokyo/Nagoya
Myanmar	August 20-24	Tokyo/Shizuoka
Lao	October 1- 8	Tokyo/Nagoya/Kobe

Project	Date	Venue
Thai Networking in Hokkaido	February 6-7, 2014	Sapporo
Brunei	February 26, 2014	Yamanashi, Kanagawa

c) Evaluation

The ASEAN Member States had expressed that this program was very important and beneficial to the officials and private sector representatives from their countries, as well as to Japanese businessmen and industry associations. Representatives from both parties fully understood and appreciated requirement of the other to maintain existing investment and attract future investment through direct contact and dialogues.

In summary, As ASEAN is preparing itself to enter the ASEAN Economic Community in 2015, the investment promotion activities by the AJC in FY2013 has seen an increased in number of events from 51 seminars in 2012 to 56 seminars in 2013, as well as the strong interest from Japanese business community to ASEAN as a whole. Email registration has increased from 6,000 to 10,000 members in 2013.

IV. Tourism & Exchange

A. Obligatory Contributions

1. Technical Workshop on Cultural and Heritage Tourism for CLMTV in Japan

a) Outline

i) Implementation:

Date: November 10 – 16, 2013

Place: Tokyo and Nara (Nara Prefecture)

ii) The aim is to provide tourism stakeholders in Cambodia, Laos, Myanmar, Thailand and Vietnam with an opportunity to learn about the Japanese tourism market and cultural and heritage tourism promotion.

iii) The Centre extended invitation to three management-level tourism stakeholders each from both government and private sectors in CLMTV, and a total of 14 participants took part in the program (three each from CLMT and two from V).

iv) Lectures and programs:

Lecture topic/program	Presenter/Lecturer	Place
Japanese government's inbound policy and promotion	<u>Mr. Hiroshi Yakumaru</u> Japan Tourism Agency	Tokyo
Outbound tourism promotion by JATA	<u>Mr. Yuji Iida</u> Japan Association of Travel Agents	Tokyo
Mt. Fuji, the latest World Heritage site of Japan	<u>Mr. Hiroyuki Matsuura</u> Shizuoka Prefectural Government <u>Mr. Masayoshi Yamagishi</u> Yamanashi Prefectural Government	Tokyo
Cultural heritage and tourism promotion	<u>Dr. Noriko Takai</u> Bunkyo University / Japan	Tokyo
Country Presentation – cultural and heritage tourism in each country	Workshop participants	Tokyo
Visit to major temples in Nara	Including experiences such as transcription of sutra, big tea ceremony	Nara, Nara Pref.
Cultural and heritage management of Nara City	<u>Mr. Kenji Tateishi</u> Nara Municipal Office	Nara
Activities of UNWTO Regional Support Office	<u>Mr. Shintaro Hori</u> UNWTO Regional Support Office for Asia and Pacific	Nara
Group discussion and informal meeting with tourism stakeholders of Nara City	Workshop participants	Nara

v) Participants' evaluation of the program:

<Overall evaluation of the program in Tokyo>

Excellent	Very informative	Informative	Should be improved	Total
8	6	0	0	14
57%	43%	0%	0%	

<Overall evaluation of the program in Nara>

Excellent	Very informative	Informative	Should be improved	Total
10	3	0	1	14
71%	21%	0%	7%	

Source: Post-program questionnaire completed by the participants

b) **Performance Indicators**

Indicator	Target	Result
Number of Participants	15	14

c) **Evaluation**

The Centre managed to provide a balanced program for the participants with lectures on tourism promotion and cultural and heritage tourism as well as site-visits in Nara city.

In addition, each country had an opportunity to make a presentation on cultural and heritage tourism situation in their own countries. They also shared and exchanged opinions through a group discussion and informal meeting with tourism stakeholders of Nara city.

The program was conducted smoothly, thanks to kind support from Nara municipal office and UNWTO regional support office.



Lectures at ASEAN-Japan Hall



Country Presentation at AJC



Group photo in front of AJC



In front of Todaiji Temple (Nara)



Transcription of sutra (Nara)



Lectures (Nara)

2. Tourism & Exchange PR Activities

a) Outline

- i) The Centre participated in and supported tourism-related fairs/exhibitions organized by other organizations to promote ASEAN tourism as follows:

Event (Participated)	Date and Place	Turnout
Kanku Tabihaku 2013 (KIX World Travel Fair 2013)	May 18 – 19, 2013 (Kansai International Airport, Osaka) *Also delivered presentation on Lao tourism during the Fair	38,000
JATA Tabihaku Travel Showcase 2013	September 13 – 15, 2013 (Tokyo)	131,058
Asian Pacific Festival Fukuoka 2013	October 12 – 14, 2013 (Fukuoka)	122,000
TRAVEL FESTA 2013 in Sendai	October 19 – 20, 2013 (Sendai)	48,000
Japan-ASEAN Tourism Symposium (Support & participation)	January 15 – 16, 2014 (Okinawa)	300
CENTRAIR Southeast Asian airlines event	March 1 – 2, 2014 (Nagoya)	10,000

Event :supported	Date	Turnout
The 5 th Thai Curving Contest	April 30, 2013 (Osaka)	32,270
Travel & Resort Fair at Tobu Department Stores	May 9 - 22, 2013 (Ikebukuro, Tokyo and Ichikawa, Chiba) *Delivered mini-presentation on tourism of Cambodia and Vietnam	28,000
The 12th Songkran & World Festa in Saitama	August 9-11, 2013	60,000
Globalization Seminar “Thai Customs”	August 27, 2013 (Gunma Prefecture)	80
Thai Festa in Shizuoka 2013	August 31-September 1, 2013	10,000
Nika Poster Exhibition	September 4-16, 2013 (Tokyo)	86,888
Vietnam Festival in Aichi	September 21-22, 2013	78,000
Oishii Japan 2013	October 17 - 19, 2013 (Singapore)	5,782
Globalization Seminar “Southeast Business and Laws”	October 18, 2013 (Gunma Prefecture)	80
The 1 st Vietnam International Halong Bay Marathon 2013	October 27, 2013 (Vietnam)	1,300
Sakai ASEAN Week 2013	October 28 - November 10, 2013 (Sakai City, Osaka Prefecture)	20,379
“FLY RE:J Workshop”	February 24-March 3, 2014 (Sapporo)	25

- ii) Presentations were delivered for university students and special classes were arranged at an elementary school:

Featured topics	Date and Place	Number of Students/Pupils
Lecture for Laotian-major students	April 26, 2013 (ASEAN-Japan Hall)	25
ASEAN Community	May 16, 2013 (Saitama University)	30
Muslim women in Indonesia	May 22, 2013 (Gakushuin Women’s College)	30
Indonesia: Politics, economy, culture and tourism	November 5, 2013 (Meiji University)	25
Tourism between ASEAN and Japan	December 19, 2013 (Meiji University)	25
ASEAN culture and tourist destination	January 25, 2014 (Saitama University)	20

Religious culture in ASEAN – Influence of Islamic and major civilizations to the heritage and architectures in ASEAN	January 25, 2014 (The Japan Foundation)	16
ASEAN cultural classes (C, I, L, M, Mm, S, T, V)	January 18, 2014 (Onarimon Elementary School)	260
Tourism in Cambodia and Vietnam	February 19, 2014 (Kanagawa University High School)	20

iii) The Centre supported and organized events at the ASEAN-Japan Hall:

Event O:organized / S:supported	Date	Turnout
Philippines Art Exhibition & Events (S)	March 27, 2013 - April 5, 2013	843
Seminar by Japan Singapore Association (S)	June 20, 2013	100
Japan-Indonesia Culture Exchange (S)	June 22 – 25, 2013	930
The 3 rd Look Malaysia Program (S)	October 24, 2013	90
Thai Traditional Dance Workshop (O)	October 26, 2013	30
Seminar on ASEAN Aviation Market (O)	November 7, 2013	180
Seminar on ASEAN LCC (O)	November 16, 2013	70
Destination Seminar by NTOs of Malaysia/Philippines/Thailand (S)	December 4, 2013	100
Indonesia Photography Seminar (S)	February 14, 2014	40
ASEAN Health & Sports (O)	February 23, 2014	600
Rusie Dutton Workshop (O)	February 23, 2014	40
Indonesia Art Exhibition (S)	March 15 – 20, 2014	694

Additionally, the Hall was used for NTOs events and regular meetings of committees of ASEAN tourism.

iv) The following printing/promotional materials were updated or newly produced:

Material	Number of copies
ASEAN Tourism Guide Map	10,000 copies
ASEAN Premier (new)	5,000 copies
Poster (portrait)	100 copies
Addition of new photos of C, I, L, Mm, S, T, V to Online Photo Library	318 pictures
ASEAN Calendar 2014 with public holidays of ASEAN countries (online - PDF version)	1

v) Through the tourism website, the Centre provided the latest information on ASEAN tourism and also responded to telephone or e-mail inquiries from the general public and the travel trade.

b) Performance Indicators

Indicators	FY 2013 Targets	Results		
		FY11	FY12	FY13
a. Number of Outside Fairs/Exhibitions Participated or Supported by the Centre	10	15	14	18
b. Number of Visitors to the Events Participated or Supported by the Centre	400,000	760,999	300,107	672,162
c. Publications/Tourism Promotional Materials	2 kinds	5	4	5
d. Number of Copies of Production in the Year	4,000 copies	17,200	12,200	15,100
e. Number of Information Services Provided in the Year	100	133	165	122
f. Number of Online Photo Library Registration	900	823	934	882
g. Number of Events at the ASEAN-Japan Hall (Organized or Supported)	6	12	7	12
h. Number of Visitors to the Events Organized at the ASEAN-Japan Hall	300	788	389	3,717
i. Number of School Visits	5	3	4	9

c) Evaluation

The Centre actively participated in or supported events organized by other organizations to further enhance ASEAN tourism. Furthermore, the Centre fully utilized the ASEAN-Japan Hall for tourism promotion for the general public and travel trade.

As part of the Centre's effort to encourage young people to travel to ASEAN destinations, visits were made to universities to deliver presentation on ASEAN Member States.

New photos were added to Online Photo Library which is frequently used by travel agents for producing their tour pamphlets.

Additionally, the Centre strengthened its networking with tourism organizations such as UNWTO Regional Support Office for Asia and the Pacific, ANTOR (Japan - Association of National Tourism Office) and PATA (Pacific Asia Travel Association).



Kanku Tabihaku 2013
May 18 – 19, 2013



JATA Tabihaku Travel Showcase
September 13 - 15, 2013



Asian Pacific Festival Fukuoka 2013
October 12 – 14, 2013



Travel Festa 2013 in Sendai
October 19 – 20, 2013



Japan-ASEAN Tourism Symposium
January 15 – 16, 2014 (Okinawa)



CENTRAIR Southeast Asian Event
March 1 – 2, 2014 (Nagoya)



Philippines Art Exhibition & Events
April 1 – 5, 2013



Thai Traditional Dance Workshop
October 26, 2013



Seminar on ASEAN Aviation Market
November 7, 2013



Indonesia Art Exhibition
March 15 – 20, 2014



Lecture on ASEAN Community
May 16, 2013 (Saitama University)



ASEAN cultural classes
January 18, 2014
(Onarimon elementary school)

B. Voluntary Contributions

1. CLMV Travel Mart

a) Outline

- i) Date: June 13 – 14, 2013
Place: ASEAN-Japan Hall, ASEN-Japan Centre
- ii) Objectives
 - Provide the information on new tourism products of CLMV countries to the Japanese travel trade by organizing two-day especial exhibition in Tokyo.
 - Introduce potential tourism products and destinations which are not yet familiar in Japan through business meetings between the invited CLMV exhibitors and the Japanese tourism sector as well as organization of seminars.
- iii) Participants:
 - Cambodia – 5 (1 from NTO, 1 from regional government, 3 from private sector)
 - Laos – 5 (1 from NTO, 1 from musical institution, 1 from association, 2 from private sector)
 - Myanmar – 5 (2 from NTO, 3 from associations)
 - Vietnam – 5 (1 from NTO, 4 from private sector)
 - 20 persons in total
- iv) Itinerary
 - June 11 – Arrival of members
 - June 12 – Orientation /booths setup
 - June 13, 14 – Travel Mart
 - June 15 – Depart for home countries

b) Performance Indicators

Indicators	Targets	Results
a. Number of Participants	20	20
b. Number of Business Meetings	50	75
c. Number of Seminars	4	4



Business Meeting



Business Meeting



Business Meeting



Business Meeting



Seminar



Seminar

c) Evaluation

Results of the post-program questionnaire:

Excellent	4
Good	10
Fair	2
Should be improved	0

This B to B tourism project was organized for the first time. By inviting small- and medium-sized travel companies from CLMV, we could introduce new tourist

attractions of CLMV to the Japanese travel trade. Since those four countries do not have their own NTO office in Japan, we could support them to meet with their Japanese counterparts.

2. Theme-based Tourism Promotion

i) Inbound Promotion

a) **Outline**

The number of tourists visiting Japan from the ASEAN Member States has been increasing in these years. Some of them are Muslims, whose daily religious practice and dietary restrictions are new to most Japanese people.

In order to provide basic information on Islam and how to welcome Muslim tourists, the Centre has been conducting seminars named **“How to welcome Muslim tourists from ASEAN”** since FY 2012 in Japanese localities. In FY 2013, the seminars were implemented as follows.

	Co-organizer/organizer	Place	Date	Participants
1	Karuizawa Resort Conference City	Karuizawa, Nagano Pref.	April 23, 2013	55
2	Hokkaido Transport Bureau	Sapporo	May 29	126
3	Aichi Prefectural Tourism Association	Nagoya	May 31	51
4	Osaka Government Tourism Bureau	Osaka	June 6	65
5	Ehime Prefecture	Matsuyama	June 10	47
6	Chubu Transport Bureau (SHORYUDO Project) – support	Nagoya	June 19	100
7	Nagasaki Prefecture	Nagasaki	June 28	61
8	Gifu Prefecture	Takayama	July 1	62
9	Ibaraki Prefecture	Mito	July 5	65
10	Central Japan Tourism Promotion Association	Nagoya	July 11	130
11	Washington Hotel Group – support	Tokyo	July 19	34
12	Toyama Prefecture	Toyama	August 21	38
13	Tottori Prefecture	Tottori	August 23	73
14	JTB Contracted Ryokan & Hotels Association Okinawa Branch – support	Okinawa	August 23	147
15	Fuji-Hakone-Izu International Tourism Kanagawa Prefectural Association, Kanagawa Prefectural Tourist Association, Yokohama Convention & Visitors Bureau	Yokohama	August 27	97
16	Kyoto-Osaka-Kobe-Sakai Metropolitan Regional Seminar	Kobe	August 30	146
17	Kagoshima City	Kagoshima	September 3	90
18	Nagano Prefecture	Okaya	September 19	78

19	Sendai City, Tohoku Tourism Promotion Organization	Sendai	October 17	55
20	Nara Prefecture	Nara	October 28	64
21	Japan Association of Travel Agents (Seminar for members) – support	Tokyo	November 5	46
22	Tokyo Metropolitan Government	Shinjuku	November 21	96
23	Gifu Tourism Convention Association	Gifu	November 26	55
24	Keio Plaza Hotel	Shinjuku	November 29	150
25	Fukushima Prefecture	Take	November 28	46
26	Narita Airport	Narita	December 19	220
27	Tochigi Prefecture	Utsunomiya	February 4, 2014	86
28	Haneda Airport	Haneda	February 7	112
29	Ministry of Foreign Affairs (Symposium for local governments) – support	Mita, Tokyo	February 10	35
30	Taito City	Ueno, Tokyo	February 19	99
31	Hakodate City	Hakodate	February 20	31
32	Japan National Tourism Organization (Training for tourism information staff members) – support	AJC	February 21	104
33	Biwako Visitors Bureau	Ohtsu	Febraru 24	45
34	Furano City, Hokkaido	Furano	February 26	31
35	Chubu Centrair International Airport	Nagoya	February 28	250
36	Kanagawa Prefecture	Hakone	March 5	59
37	Chitose Tourist Association	Chitose	March 17	30
38	Niigaga Prefecture	Niigata	March 25	53

Total 2830

The seminars were covered by the media as follows:

TV and radio	12
Magazine	2
Newspaper	53
Website (including foreign media)	19

Total 86

Complete list of media list is available from page 64 to page 67.

b) Performance Indicators

Indicators	Targets	Results
a. Number of seminars	20	38
b. Number of media coverage	10	86
c. Number of participants	800	2,830

c) Evaluation

The Centre organized two seminars in FY 2012, and continued it in FY 2013 by co-organizing or supporting local governments and other associations. With record high number of inbound tourists from ASEAN to Japan in 2013, we received a large number of requests to organize the seminars from many Japanese local governments, proving the project to be very timely.



Seminar in Yokohama (August 27, 2013)



Seminar in Fukushima (November 28, 2013)

<Nikkei Newspaper article on Muslim tourists with a comment by a staff member of the Centre (December 16, 2013)>

[illegible]

<Foreign online news covering the Muslim seminars>

Jakarta Post

Business | **More Section**

Japan eyes Asean Muslim tourist market

Leila B. Salaverria, Philippine Daily Inquirer/ANN, Tokyo | Tue, 10/08/2013 12:16 PM | Business

Japan is boosting efforts to attract Muslim tourists from Southeast Asia, with an increasing number of stakeholders in its tourism industry studying up on how visitors' culture and needs, according to officials from the Asean-Japan Centre (AJC).

These are parts of efforts to lure more tourists to the country and help it recover from its long economic slump, as well as prepare for an expected influx of visitors when it will host the Olympic Games, said Dananjaya Axioma, director of the Tourism and Exchange Division of AJC.

The AJC plays a role in educating Japanese officials, companies and tourism stakeholders about the needs of Muslim tourists.

Intensive campaign

Last month, the AJC hosted seminars in four Japanese cities on how to welcome Muslim tourists from the region. There are plans to develop a website providing Muslims to the Japan tour industry.

"Japan is taking a special approach focusing on Muslim tourists. It's quite an intensive campaign," Axioma told visiting reporters from Southeast Asia recently. He said that in anticipation of the 2020 Olympics, more tourists could be expected to come to the country, including Muslims.



FILIPINOS ABROAD
HINDI AKO BANGKO

HOME

JOBS

NETWORK

GROUPS

FORUM

NEWS

POSTS

Japan Eyes Muslim Tourist Market

Posted October 7th, 2013 | By Inquirer.net

TOKYO—Japan is boosting efforts to attract Muslim tourists from Southeast Asia, with an increasing number of stakeholders in its tourism industry studying up on how to accommodate the visitors' culture and needs, according to officials from the Asean-Japan Center (AJC).

These are parts of efforts to lure more tourists to the country and help it recover from its long economic slump, as well as prepare for an expected influx of visitors running up to 2020, when it will host the Olympic Games, said Dananjaya Axioma, director of the Tourism and Exchange Division of AJC.

The AJC plays a role in educating Japanese officials, companies and tourism stakeholders ...



Arab Herald <http://www.arabherald.com>

4:50 PM Monday 17 February 2014

Arab News
Dubai News

Muslim News
Abu Dhabi News

Breaking International News
Jordan News

Saudi Arabia News
Palestinian News

Arab News

Japan wants Muslim tourists from Southeast Asia

eTN Monday 7th October, 2013

TOKYO, Japan - Japan is intensifying efforts to lure Muslim tourists from Southeast Asia. According to officials from the Asean-Japan Center (AJC), an increasing number of stakeholders in Japanese tourism trade studying up on how to accommodate Muslim visitors' culture and needs. These are parts of efforts to lure more tourists to the country and help it recover from its long economic slump, as well as prepare for an expected influx of visitors running up to 2020, when it will host the Olympic Games, said Dananjaya Axioma, director of the Tourism and Exchange Division of AJC. The AJC plays a...

[Read more](#)

ii) **Outbound Promotion**

(1) **ASEAN Sports Caravan**

a) **Outline**

This is a continued event from FY 2012. The Centre invited Sepak-takraw players from Thailand, and Chinlone players as well as TV crew members from Myanmar in March 2013. After participating in events and conducting performances in Okinawa, Nara and Osaka in March, an event was organized in Tokyo as follows to introduce ASEAN's traditional sports (activities conducted in March are included in FY 2012 Annual Report).

Date: April 3, 2013

Activity: "Kelu in Tokyo" - Chinlone performance and Sepak-takraw match games were conducted

Number of Audience: 710 visitors

b) **Performance Indicators**

Indicators	FY 2013 Targets	Results
a. No. of events performed	2	2
b. No. of activities conducted	1	1
c. No. of audience/participants	500	710
d. No. of media coverage	2	3

c) **Evaluation**

The events in Tokyo attracted a large number of audiences. The audiences seemed to be familiar with Chinlone and Sepak-takraw and reacted well to players' performances. Some of them also stayed after the events to interact with the players.

(2) **"Travel ASEAN by LCC from KIX" Seminar**

a) **Outline**

Aiming to materialize the ASEAN Single Aviation Market, which is one of the actions of AEC to materialize by the end of 2015, LCC market in ASEAN is booming more than ever. On the other hand, travel by LCC has just started in the Japanese market, and Japanese travelers are seeking more information on LCC. Through this seminar, the Centre and the New Kansai Airport managed to provide the latest information on LCC and how to travel within ASEAN using LCC. This seminar was held as part of a series of Waku Waku Seminars which has been organized by New Kansai International Airport Company.

Target audience: Middle income family members in their 10's to 39
(major LCC users)

Time and date: Saturday, March 29, 2014

Seminar / 13:30 – 15:30

Information corner / 13:30 – 16:30

Venue: Tsuru-no-ma, 1F., Hotel Nikko Kansai Airport

Admission: Free

Co-organizer: New Kansai International Airport Company, Ltd.

Supporting organizations: Osaka Prefecture,
Osaka Government Tourism Bureau

Cooperating organizations: Osaka Foundation for Trade and Industry,
Malaysia Tourism Promotion Board (Osaka),
Philippine Department of Tourism (Osaka),
Tourism Authority of Thailand (Osaka),
Peach Aviation Co., Ltd,
Cebu Pacific Air

Program :

1. Keynote Lecture “ How to use and Latest Information of LCC”
by Mr. Kotaro Toriumi
2. Presentation by Peach Aviation: Mr. Satoru Endo, Vice President, Planning
& Special Project, Peach Aviation
3. Presentation by Cebu Pacific Air: Mr. Yuichi Ikemoto, Legal Representative
Japan, Cebu Air, Inc.
4. Question & Answer in panel discussion style
5. Lucky Draw
6. Distribution of the brochures at the information Corner

b) Performance Indicators

Indicators	Targets	Results
Number of participants	200	219
Achievement	100.00%	109.50%
Ratio of LCC users in the total participants	30 %	160 / 219 80 %

c) Evaluation

Through the seminar, we could recognize the trend of LCC users which could be used to promote outbound tourism projects effectively in the future. 219 audiences enjoyed the Q & A session in panel discussion style and Lucky Draw to

get the prize provided by NTOs and others. It was a favorable occasion for the NTOs offices and LCC companies based in Osaka and Kansai Airport to work together to encourage more people to use LCC and promote outbound travel to ASEAN.



219 audiences with interests in ASEAN
LCC



Information Corner
Brochures provided by NTOs in Osaka



Keynote lecture on how to use LCC by Mr.
Kotaro Toriumi, Travel & Airline Analyst



Presentation by Peach Aviation



Presentation by Cebu Pacific Air



Q&A session in Panel Discussion style

3. ASEAN Festival 2013

a) Outline

- i) Date: October 5 – 6, 2013 (2 days)
Place: Yamashita-park, Yokohama City, Kanagawa
- ii) Objective
To introduce attractions of ASEAN Member States to the general public to commemorate the 40th Year of ASEAN-Japan Friendship and Cooperation.
- iii) **Program/Exhibitors:**

Zone	Participants	Contents
Embassy Zone	Embassies of ASEAN Member States	Introduction of countries
ASEAN Culinary (Chefs from ASEAN)	Invited chefs from ASEAN Member States	Introduction of ASEAN Culinary
Food	Restaurants serving ASEAN Cuisine	Food and Beverage
Retail	Retailers	ASEAN products and related services
Sponsor	Sponsoring companies	Introduction of their service
Stage performance	Performers from ASEAN and Japan	Traditional Dance, Songs, Musical Performances and others

b) Performance Indicators

Indicators	Target	Result
a. Number of visitors	80,000	100,000
b. Number of Embassy booth	10	10
c. Number of booth at ASEAN Culinary Zone	10	10
d. Number of booth at Food/Retail/Sponsors Zone	40	46
e. Percentage of visitors who enjoyed the event (result of questionnaire)	-	92.1%
f. Percentage of visitors who said the event made them curious about ASEAN (result of questionnaire)	-	98.7%



Opening Ceremony



Introduction of National Costume



Stage Performance



Embassy Booth



Chefs from ASEAN



Restaurant booth

c) **Evaluation**

It was the first time for the Centre to conduct an event of such a large scale, but with the great contribution from the ASEAN Member States and embassies, the event was successful and attracted 100,000 visitors. We believe that the event was an ideal opportunity to highlight the 40th year of ASEAN-Japan Friendship and Cooperation.

V. PR Activities of the Centre

1. Publications

a) Outline and Activities

In recognition of the need to enhance the promotional activities of the Centre and ASEAN Member States, the following publications were produced and distributed to interested parties who visited the Centre including the press. They were also distributed on the occasions of trade fairs, exhibitions, seminars, etc. They are also put on the Centre's website.

- i. ASEAN-Japan Centre 2013 (brochure)
- ii. ASEAN-Japan Centre Guide (leaflet)

Publications	Dates and Circulation
a. ASEAN-Japan Centre 2013 (brochure)	July 2012. 3,000 copies printed and uploaded to the Centre's website
b. ASEAN-Japan Centre Guide (leaflet)	10,000 copies reprinted in July and November, 2013

b) Evaluation

The "ASEAN-Japan Centre 2013" is among the essential publications produced by the Centre to introduce the outline and activities of the Centre focusing on FY 2013 to Japanese businesspeople and the general public.

The "ASEAN-Japan Centre Guide", a leaflet targeted for a wide age group, has been well received. The Centre has received requests from schools, universities, local governments and ASEAN-related events and seminars for a wider distribution.

2. PR Activities through Media

a) Outline and Activities

To raise the profile of the Centre and its activities as well as to further promote the ASEAN Member States among the general public in Japan, the Centre placed advertisements and advertorials on the Centre-wide activities. Also, the PR team worked closely and aggressively with media personnel and gained opportunities for free publicity as follows;

<Paid Publicity - Centre wide>

	Dates	Media	Circulation	Contents
Magazine	October 5, 2013	International Cooperation Guide 2015	50,000	Advertorial to introduce activities of the Centre
Newspaper	March 10, 2013	Nihon Keizai Shimbun (Morning Edition)	2,882,494	Advertorial to introduce ASEAN market, activities of Japanese affiliated companies in the ASEAN region and the Centre
	May 24, 2013	The Japan Times	70,000	Advertorial to introduce the ASEAN Creative Network
	December 20, 2013	Nihon Keizai Shimbun (Morning Edition)	2,882,494	Advertisement of the ASEAN Students Job Fair 2015
	December 24 & 25, 2013	Asahi Shimbun (Osaka, Morning Edition)	2,222,175	
	December 25, 2013	Asahi Shimbun (Tokyo, Morning Edition)	7,612,377	
	December 25, 2013	Asahi Shimbun (Nagoya, Morning Edition)	420,974	
	December 25, 2013	Asahi Shimbun (Seibu, Morning Edition)	675,126	
	January 10, 2014	The Japan Times	70,000	Advertorial to introduce investment environment in Cambodia and ASEAN Showcase - Lao PDR

<Major Free Publicity- Centre wide 1/3>

	Dates	Media	Circulation	Contents
Magazine	April 4, 2013	Global BIZ Journal, April edition	3,000	Article about the 40th Year of ASEAN-Japan Friendship and Cooperation and introduction of the Centre's hall events
	June 1, 2013	Tottori City Newsletter, June edition	69,000	Article about the dialogue between the mayor of Tottori, Mr. Takeuchi and the Secretary General.
	June 30, 2013	Global BIZ Journal, July edition	3,000	Article about 40th Year of ASEAN-Japan Friendship and Cooperation and the introduction of the Centre's hall events
	July 30, 2013	Global BIZ Journal, August edition	3,000	Article about the 40th Year of ASEAN-Japan Friendship and Cooperation and the introduction of the Centre's hall events
	August 30, 2013	Global BIZ Journal, September edition	3,000	Article about the 40th Year of ASEAN-Japan Friendship and Cooperation and the introduction of the Centre's hall events
	September 30, 2013	Global BIZ Journal, October edition	3,000	Article about the 40th Year of ASEAN-Japan Friendship and Cooperation and the introduction of the Centre's hall events

<Major Free Publicity- Centre wide 2/3>				
	Dates	Media	Circulation	Contents
Newspaper	October 30, 2013	Global BIZ Journal, November edition	3,000	Article about the 40th Year of ASEAN-Japan Friendship and Cooperation and the introduction of the Centre's hall events
	November 15, 2013	Japan Foreign Trade Council Monthly, November, No. 719	2,000	Contributed article by the Secretary General on 40 Years ASEAN-Japan Friendship and Cooperation
	November 30, 2013	Global BIZ Journal, December edition	3,000	Article about the ASEAN Students Career Development Project
	December 30, 2013	Global BIZ Journal, January edition	3,000	Article about the ASEAN Students Career Development Project
	April 1, 2013	The Japan News By the Yomiuri Shimbun	26,000	Contributed article by the Secretary General on activities of the Centre
	April 4, 2013	Nikkan Kougyou Shimbun	422,607	Contributed article by Mr. Nakanishi, Assistant Director of Trade & Investment Division, about the 40th Year of ASEAN-Japan Friendship and Cooperation
	April 25, 2013	Senken Shimbun	200,000	Interview article of SG and Mr. Songkane, Director of Trade and Investment Division
	May 2, 2013	Nikkan Kougyou Shimbun	422,607	Contributed article by Mr. Danan, Director of Tourism & Exchange Division on increasing Muslim tourists from ASEAN
	June 6, 2013	Nikkan Kougyou Shimbun	422,607	Contributed article by Ms. Hirose, Senior Project Officer of Trade & Investment Division on the development of Myanmar
	June 29, 2013	The Japan Times	70,000	Interviewed the Secretary General on relations between ASEAN and Japan
	July 4, 2013	Nikkan Kougyou Shimbun	422,607	Contributed article by Ms. Kamioka, Project Manager of Trade & Investment Division on the exports of CLMV goods to Japan
	August 1, 2013	Nikkan Kougyou Shimbun	422,607	Contributed article by Mr. Nakanishi, Assistant Director of Trade & Investment Division on the ASEAN Economic Community

<Major Free Publicity- Centre wide 3/3>				
	Dates	Media	Circulation	Contents
Newspaper	September 5, 2013	Nikkan Kougyou Shimbun	422,607	Contributed article by Ms. Yamaguchi, Project Officer of Trade & Investment Division on the ASEAN food export to Japan
	October 3, 2013	Nikkan Kougyou Shimbun	422,607	Contributed article by Mr. Danan, Director of Tourism & Exchange Division on the ASEAN Festival
	November 7, 2013	Nikkan Kougyou Shimbun	422,607	Contributed article by Ms. Mizushima, PR Officer on the recruitment of ASEAN students in Japan
	December 5, 2013	Nikkan Kougyou Shimbun	422,607	Contributed article by Ms. Haruyama, Project Officer of Trade & Investment Division on the development of contents industry of ASEAN countries
	January 9, 2014	Nikkan Kougyou Shimbun	422,607	Contributed article by Mr. Danan, Director of Tourism & Exchange Divisions. Haruyama, on the UNESCO World Heritage tourism
	February 6, 2014	Nikkan Kougyou Shimbun	422,607	Contributed article by SG, on the ASEAN - Japan relationship
	March 6, 2014	Nikkan Kougyou Shimbun	422,607	Article about ASEAN-Japan relations contributed by Mr. Nakanishi, Assistant Director of Trade & Investment Division
Radio	April 26, 2013	Radio Japan	N/A	Interviewed the Secretary General on the activities of the Centre

<Social Network Service, SNS>

Besides advertisements and publicities, the PR team has also utilized SNS such as Facebook to reach out to wider and younger population. Announcements of activities and hall events organized by the Centre were posted on Facebook. As of March 2014, around 1,500 people clicked on “like” button in the Centre’s Facebook page.

b) Evaluation

In FY2013, the Centre continuously made efforts to strengthen its ties with the media personnel by closely working with them and providing information on the Centre’s activities frequently and timely. As a result, the Centre received offers from the media for cost-effective paid publicity on the Japanese major newspapers, such as the Nihon Keizai Shimbun and the Asahi Shimbun, and a

magazine; the Centre was successful in optimizing the performance of its paid publicity with a limited budget.

The Centre's effort in enhancing relations with the media could be seen from the number of opportunities for free publicity the Centre received. Owing to the staff members' active involvement in receiving interviews and writing contributed articles, the Centre recorded 28 free publicity, compared to 10 in FY2012, just to mention the major ones. The coverage served to increase the awareness on the 40th Year of ASEAN-Japan Friendship and Cooperation as well as the Centre's activities among the general public.

As for the overall number of paid-publicity, free publicity as well as other articles and opportunities for media exposure, the Centre has perceived 269 media coverage that featured the Centre and its activities in FY2013. The number is 2.8 times more than the number the Centre had confirmed in FY2012. The mushrooming number of media coverage featuring the Centre indicates that the Centre's activities met the needs and interests of the public including media.

The utilization of Facebook has also enabled direct communication between the Centre and the public, especially the younger generation, and served as an effective tool to disseminate information in a fast and economical way. The PR team will continue to make use of such tool to create a closer relationship with the public.

3. Organizing and Participating in Events

I. Career Development Support for ASEAN Students in Japan

a) Outline and Activities

As one of the commemorative events of the 40th Year of ASEAN-Japan Friendship and Cooperation, the Centre offered guidance seminars for ASEAN students studying in Japan who wish to work in Japanese companies after graduation to understand the unique recruitment system in Japan. The Centre also organized seminars for Japanese companies who are interested in recruiting ASEAN students, providing them with information on the current situation of ASEAN students in the job market.

In FY2013, three guidance seminars providing information on the unique Japanese recruitment system had been conducted for ASEAN students to increase the employment opportunities of ASEAN students studying Japan and who wish to join Japanese companies. It should be noted that one of the seminars was organized in a local city for the first time (Toyohashi city in cooperation with Toyohashi University of Technology). Two seminars for Japanese companies were conducted at the ASEAN-Japan Hall.

The Centre also supported related external events such as ASEAN Students Job Fair 2015 (January, 2014) by distributing press release to mass media and helped disseminate the information to interested students and Japanese companies.

b) Evaluation

Many ASEAN students and Japanese businessmen who participated in the seminars found that the information provided was very useful and helpful to consider their future plans. Since this was a new project launched in November 2012, the Centre would like to improve the contents of the project based on the feedbacks of the participants and also to conduct more seminars in local cities of Japan.



II. ASEAN Dream Plan Presentation

a) Outline and Activities

The Centre implemented the ASEAN Dream Plan Presentation as one of the commemorative events of the 40th Year of ASEAN-Japan Friendship and Cooperation. It was a presentation contest for 10 ASEAN youths residing in Japan that took place on 24 November at Meiji University in Tokyo.

The project aims to strengthen relationships between ASEAN youth in Japan and the Japanese public. Each ASEAN youth aiming to be a social entrepreneur presented his or her dream plan in Japanese in collaboration with members of the younger generations in Japan, before a Japanese audience including those from the business society who might help to make the plan closer to the reality.

b) Evaluation

Although this project was the first trial for most of the participants, all people involved in the project were very cooperative. Each presentation was a result of a strong collaboration between ASEAN youth presenters and Japanese partners. In this sense, the project led to establish a new linkage and good relationship between ASEAN youth presenters and Japanese partners.

It was reported that some of the ASEAN youth participants have started to realize their dream plans which were presented at the ASEAN Dream Plan Presentation.



III. Participating and Supporting for Outside Events

a) Outline and Activities

To implement more practical and wide-ranging PR activities, the Centre participated in and supported a couple of events organized by external organizations as following.

【Event List】

Date	May 23-24, 2013
Event	19th International Conference on the Future of Asia
Venue	Imperial Hotel (Hibiya, Tokyo)
Organizer	Nikkei Inc. / Japan Center for Economic Research (The Centre was a special supporter)
No. of Visitors	Approx. 300 people
Activities	<ul style="list-style-type: none"> - The Centre hosted a panel discussion on “The Establishment of ASEAN Economic Community – Toward 2015 and beyond” at the Conference as one of the commemorative events of the 40th Year of ASEAN-Japan Friendship and Cooperation to widely disseminate information about the AEC among Japanese business corporations - Panelists were invited from the business and academic sectors of Singapore, Thailand and Japan. - The Centre also run a PR booth to provide the information materials on the Centre and the ASEAN Member States

Date	December 15, 2013
Event	ASEAN Fair 2013
Venue	Tokyo Prince Hotel (Shiba, Tokyo)
Organizer	METI / JETRO
No. of Visitors	Approx. 400 people

Activities	<ul style="list-style-type: none"> - The Centre participated in the fair as a co-organizer to conduct ASEAN 10 booths in close cooperation with ASEAN Embassies and related offices to introduce ASEAN Member States focusing on trade, investment and tourism. The fair was one of the commemorative events of the 40th Year of ASEAN-Japan Friendship and Cooperation - The fair was attended by more than 400 people including Economic Ministers from ASEAN and Japan
-------------------	--

Date	October 31, 2013
Event	Japan-ASEAN Youth Leaders Summit 2013
Venue	National Olympic Memorial Youth Center (Yoyogi, Tokyo)
Organizer	Cabinet Office of Japan
No. of Visitors	Approx. 700 people
Activities	<ul style="list-style-type: none"> - Distributed information materials and run quizzes about ASEAN Member states

ASEAN Fair 2013



Japan-ASEAN Youth Leaders Summit



b) Evaluation

Participating and supporting outside events led to widen and strengthen public relations with various organizations, companies, and universities. The Centre continued its efforts to participate in various ASEAN-related events with

a view to promoting the activities of the Centre and the ASEAN Member States among Japanese businessmen and public.

4. Briefing/Lectures on ASEAN and the Centre (Receiving Visitors/ Lecture Visits)

a) Outline

The Centre received visitors to provide opportunity for the students to gain better understanding of the Centre and ASEAN Member States. Presentation on the role and activities of the Centre and introduction of the ASEAN Member States and its relations with Japan was made to the visitors.

Other than that, the Centre also delivered lectures at schools upon request. The topics of the lecture included the activities of the Centre, introduction of the ASEAN Member States, ASEAN-Japan relations and others specific topics requested by the school.

b) Activities

Receiving Visitors	
12 groups (141 people) - Junior High School Students: 7 groups - University Students: 2 groups - Reporters: 2 group - Participants of The 40th Ship for Southeast Asian Youth Program	
Lecture Visits	
Lecture on ASEAN at the Onarimon Elementary School	January 18, 2013
Lecture on trade & tourism of ASEAN at the Saitama University	April 18 and May 16, 2013
Lecture series on ASEAN at Meiji University	September-March 2013
Lecture series on ASEAN at Gakusyuin Women's College	April-March 2013

c) Evaluation

Having acquired good responses over the years and due to the growing interest towards ASEAN, the Centre continued to receive a large number of visitors especially junior high school and university students in Japan. The Centre also received various groups from ASEAN Member States to host informative programs about ASEAN-Japan relationship.

The lectures at Saitama University, Meiji University and Gakusyuin Women's College were also well received by the students and the universities with requests for the similar lecture in the next semester.

The lecture series on ASEAN for Meiji University and Gakusyuin Women's College are both the commemorative projects of the 40th Year of ASEAN-Japan Friendship and Cooperation. The former was conducted in close cooperation with ASEAN Embassies and related offices.

5. Implementation of ASEAN Promotional Events at the ASEAN-Japan Hall

a) Outline

In addition to the implementation of events organized by the Centre at the ASEAN-Japan Hall, the Centre also offer the Hall as a venue to external organizations for events/activities that promotes ASEAN-Japan relationship. In FY2013, a wide variety of events were co-organized with external organizations at the Hall ranging from photo exhibitions, seminars, and cultural events.

b) Activities

UTILIZATION OF ASEAN-JAPAN HALL - FY2013

Business & Economy Related Activities and Events

Activities	Dates
Investment Working Group Meeting	April 9, 2013
Malaysia Business Meeting	April 15-17, 2013
ASEAN Creative Network Seminar	April 19, 2013
ASEAN Food Concierge-Thailand-	April 27, 2013
Philippines IT Outsourcing Seminar	May 7, 2013
ASEAN Creative Network Meeting	May 17, 2013
Cebu Investment Seminar	July 7, 2013
ASEAN Supporting Committee Meeting	July 11, 2013
ASEAN Economic History Seminar: Myanmar	July 22, 2013
Orientation for Exhibitors of OishiiJAPAN	July 26, 2013
ASEAN Economic History Seminar: ASEAN 1	July 29, 2013
ASEAN Economic History Seminar: ASEAN 2	July 29, 2013
ASEAN Economic History Seminar: Cambodia	July 30, 2013
ASEAN Economic History Seminar: Malaysia	August 7, 2013
ASEAN Investment Environment Seminar	August 21, 2013
ASEAN Supporting Committee Meeting	August 23, 2013
ASEAN Food Concierge: Vietnam	August 31, 2013
ASEAN Investment Environment Seminar	September 2, 2013

Digital Contents Business Matching	September 5, 2013
Little Indonesia (trade fair of Indonesian products)	September 7-8, 2013
ASEAN Showcase & Business Matching: Indonesia	September 9-11, 2013
Vietnam Business Seminar by the Embassy of Vietnam	September 13, 2013
ASEAN Showcase & Business Matching: Malaysia	September 18-26, 2013
ASEAN Food Concierge: Malaysia	September 23, 2013
Myanmar IT Seminar	September 30, 2013
IT Seminar / Indonesia & Thailand	October 2, 2013
ASEAN Food Concierge: Cambodia	October 16, 2013
Vietnam Seminar by the Vietnam Embassy and the AJC	October 21, 2013
Vietnam Investment Environment Seminar	October 22, 2013
ASEAN Seminar: Indonesia	October 23, 2013
ASEAN Showcase & Business Matching: Cambodia	October 29- November 1, 2013
ASEAN Aviation Market Seminar	November 7, 2013
ASEAN Tax Seminar	November 14, 2013
Seminar on Information Security	November 18, 2013
ASEAN Seminar: Vietnam	November 20, 2013
ASEAN Seminar: Laos	November 21, 2013
ASEAN Gathering	November 21, 2013
ASEAN Seminar: Thailand and the Philippines	November 22, 2013
Seminar on Tax Investment in ASEAN	November 25, 2013
Investment Section's Working Group Meeting	November 27, 2013
Seminar on Tax Investment in ASEAN: Vietnam	November 27, 2013
Seminar on Tax Investment in ASEAN: Cambodia & Laos	November 28, 2013
Seminar on Tax Investment in ASEAN: Myanmar	November 29, 2013
Halal Seminar by a Trade Expert	December 5, 2013
Press Conference by the Singapore Economic Development Board	December 13, 2013
ASEAN Book Launching Seminar	December 17, 2013
ASEAN Concierge: Laos	January 18, 2014
ASEAN Showcase & Business Matching : Laos	January 20-23, 2014
Malaysia New Year Networking Meeting	January 28, 2014
Philippines New Year Networking Meeting	January 29, 2014
Lao New Year Networking Meeting	February 4, 2014
Cambodia Investment Mission Briefing	February 10, 2014

ASEAN Economic Community Seminar	February 13, 2014
Malaysia Investment Environment Seminar	February 20, 2014
Brunei Seminar & Showcase	February 25-26, 2014
ASEAN Supporting Committee General Assembly	February 27, 2014
Indonesia Networking Meeting	March 14, 2014
Thai Network Meeting	March 28, 2014

Socio-culture Related Activities and Events

Activities	Dates
Philippine Art Exhibition & Events	April 1-5, 2013
Thai-Japan Tourist Association (TJTA) Regular Meeting	April 17, 2013
Asia-Pacific Ladies Friendship Society Joint Meeting	May 8, 2013
Tourism & Exchange Consultative Meeting	May 16, 2013
Japan Philippines Tourism Council (JPTC) Regular Meeting	May 16, 2013
Myanmar-Japan Festa by Cultural Exchange Association of ASEAN-Japan	May 18, 2013
Malaysia Students' Association in Japan (MSAJ) Career Seminar	May 25, 2013
Photo Exhibition of Malaysia and Vietnam	May 28 - June 6, 2013
Malaysian Food Culture Seminar	June 6, 2013
CLMV Travel Mart	June 13, 14 & 17, 2013
Thai-Japan Tourist Association (TJTA) Regular Meeting	June 19, 2013
Charity event by JAPINDA	June 21-25, 2013
Briefing Session for Exhibitors of the ASEAN Fair	June 27-28, 2013
ASEAN Fair Meeting	June 27, 2013
Longstay Café	June 28, 2013
Student Event	June 29, 2013
Snadai Khmer Cambodia Art Exhibition	July 1-5, 2013
Cambodia Festa	July 6-7, 2013
Recruitment Seminar	July 8, 2013
ASEAN-Fair Meeting	July 10, 2013
The 3rd Joint Meeting of the Philippine Dept. of Tourism and Association for English Studies in the Philippines (PSAA)	July 16, 2013
Tourism & Exchange Working Group Meeting	July 17, 2013

Photo Exhibition by Chisato Izumi	July 18-24, 2013
Briefing Session for Exhibitors of the ASEAN Fair	July 31, 2013
Thai-Japan Tourist Association (TJTA) Regular Meeting	August 1, 2013
Orientation for Look Malaysia Program	August 4, 2013
Event by the Singapore Embassy	August 6, 2013
ASEAN Festival Meeting	August 16, 2013
Bali Dance Workshop & Seminar	August 22, 2013
Cambodia Photo Exhibition by CIESF	August 26-29, 2013
ASEAN Student Recruitment Seminar	September 3, 2013
Briefing Session for Exhibitors of the ASEAN Fair	September 4, 2013
ASEAN Drepla Guidance Seminar	September 13, 2013
ASEAN Drepla Guidance Seminar	September 21, 2013
ASEAN Festival Meeting	September 30, 2013
ASEAN Festival Meeting	October 1, 2013
Cambodia Photo Exhibition by Tachioka Photo Exhibition Committee	October 9-18, 2013
ASEAN Drepla Guidance Seminar	October 19, 2013
Debriefing Session of Look Malaysia	October 23, 2013
Thai Dance Event	October 26, 2013
ASEAN Drepla Guidance Seminar	November 10, 2013
Technical Workshop on Cultural and Heritage Tourism	November 11-12, 2013
The Asia-Pacific Ladies Friendship Society (ALFS) Joint Meeting	November 13, 2013
ASEAN LCC Seminar	November 16, 2013
ASEAN Drepla Guidance Seminar	November 17, 2013
Franchising and License Association (FL Japan) Seminar	November 19, 2013
Symposium by the Immigration Policy Institute	December 3, 2013
Thai-Japan Tourist Association (TJTA) Regular Meeting	December 4, 2013
Destination Seminar by NTOs (Malaysia, Philippines and Thailand)	December 4, 2013
ASEAN Student Career Seminar	December 7, 2013
Meeting of the Asia-Pacific Ladies Friendship Society (ALFS)	December 12, 2013
Association for English Studies in the Philippines (PSAA) Meeting	December 20, 2013
Symposium by the Immigration Policy Institute	January 24, 2014
Indonesia Cultural Event	January 30, 2014

Thai Seminar by the Tourism Authority of Thailand (TAT)	January 31, 2014
Thai-Japan Tourist Association (TJTA) Regular Meeting	February 3, 2014
ASEAN Student Intercultural Event	February 8, 2014
The Asia-Pacific Ladies Friendship Society (ALFS) Joint Meeting	February 12, 2014
Malaysian Food Culture Seminar	February 12, 2014
Japan Professional Photographers Society Seminar	February 14, 2014
Association for English Studies in the Philippines (PSAA) Meeting	February 18, 2014
The Indochina <i>Tourism</i> Promotion Forum (<i>ITPF</i>) Regular Meeting	February 19, 2014
Training Program for Tour Guides by the Japan National Tourism Organization (JNTO)	February 21, 2014
Panel Exhibition upon Tokyo Marathon 2014	February 23, 2014
Thai Yoga Workshop	February 23, 2014
Oishii Japan Briefing to Exhibitors	February 28, 2014
Certification Ceremony of Thai Cooking Class	March 7, 2014
Event by Cambodia Student Association in Japan	March 8, 2014
Ceremony by the Japan Asia Promotion Foundation	March 10, 2014
ASEAN Youth Network in Japan (AYNJ) Job Seminar	March 11, 2014
Japan Philippines Tourism Council (JPTC) General Meeting	March 12, 2014
Indonesia Art Exhibition by the Indonesian Embassy	March 15-20, 2014

Secretariat Related Activities and Events

Activities	Dates
The 1st Executive Board Meeting FY2013	May 14, 2013
The 2nd Executive Board Meeting FY2013	June 11, 2013
The 3rd Executive Board Meeting FY2013	November 15, 2013
The 4th Executive Board Meeting FY2013	January 10, 2014
ASEAN Internal Meeting	March 5, 2014
Council Meeting	March 6-7, 2014
The 5th Executive Board Meeting FY2013	March 27, 2014

c) Evaluation

One of the Centre's objectives is to fully utilize the ASEAN-Japan Hall to promote activities that will strengthen ASEAN-Japan partnership.

In FY2013, many events were organized by each division of the Centre, some independently and others in collaboration with other organizations. Another aspect to note for FY 2013 is that there were more events implemented at the hall compared to the FY2012 due to implementation for the commemorative events for the 40th Anniversary of ASEAN-Japan Friendship and Cooperation. Also, some events focused on current topics, such as ASEAN Economic Community and halal, in response to the requests from participants. The Centre recognized that it was important to meet the needs of public in organizing future events.

6. PR Activities through ASEAN-Japan Centre Website

a) Outline

The ASEAN-Japan Centre's website has been an effective tool for PR outreach to the general public. It is utilized to provide up-to-date information on trade, investment, tourism and events to be held at the ASEAN-Japan Hall, as well as to upload and publicize the Centre's publications such as "ASEAN-Japan Centre 2013", "ASEAN-Japan Centre guide", and "ASEAN".

The public could subscribe to the Centre's email newsletter to receive announcements of activities organized by the Centre and events related to the ASEAN Member States supported by the Centre.

b) Activities

PR Activities through ASEAN-Japan Centre Website and E-mail Newsletter

	FY2011	FY2012	FY2013
Number of page views	2,011,936	2,218,079	1,816,325
Number of visitors to the website	288,297	384,570	324,212
Number of subscribers to the e-mail newsletter	No record due to change of systems during FY2012	Approximately 17,000	Approximately 19,000

c) Evaluation

The Centre's website always appeared as the top 5 search results when users search for the keyword "ASEAN" using major search engines such as Google and Yahoo, which showed that the website is a useful channel to provide trade, investment and tourism related information of the ASEAN Member States to the viewers not just in Japan but also across the globe.

As the contents of the Centre's website enriched year by year, renovation of the front page and other menu parts has been done to navigate visitors straight to desired information.

The number of subscribers to the Centre's mail newsletter is increasing every year. It could be attributed to the fact that information of hall events and other events related to the ASEAN region are released to the subscribers which attracted their interest and requirements.

VI. ASEAN National Activities

a) Outline

Every ASEAN Member States have the authority at its own discretion to fully utilize the annual budget under the chapter “ASEAN National Activities” for its own promotional activities, either in Japan or in the ASEAN Member States concerned.

In FY2013, an amount of ¥4,197,000 was allocated for every ASEAN Member State to undertake its promotional activities as follows:

b) Activities

Country	Promotional Activities
Brunei Darussalam	<ul style="list-style-type: none">- Food Product Development- Tourism Promotion through Publication
Cambodia	<ul style="list-style-type: none">- Participation in ASEAN Festival (Performance)- Participation in ASEAN Festival (Setting Up of Booth)
Indonesia	<ul style="list-style-type: none">- Travel Expenses to Attend the 33rd Annual Meeting of Council- Tokyo International Gift Show- In-store Promotion at Mitsukoshi Department Store- Little Indonesia- Trade Expo Indonesia in Jakarta- Production of Tourism Promotional Video (West Sumatra)
Laos	<ul style="list-style-type: none">- Seminar on Opportunities and Challenges for Lao Public and Private Sectors on Development of the Economic Corridors in Laos- Travel Expenses to Attend the 33rd Annual Meeting of the Council- Japanese Market Trend Seminar- 3rd Seminar on Trade Promotion for Enterprise Development- Production of Tourist Map- Production of Tourism Promotional DVD- Workshop on Lao Export Potentials and AEC 2015- Printing of the Investment Guide Book- Printing of the Investment Promotion Law- Publication of the Newsletter of Investment Promotion Department
Malaysia	<ul style="list-style-type: none">- Industry Specific Seminar / Mini Seminar / Roundtable Meeting- Trade Promotional Visit to Nagasaki- Trade Promotional Visit to Fukuoka

Myanmar	<ul style="list-style-type: none"> - Advertisement of Tourism Promotion of Myanmar on Tokyo Shimbun - Tourism Promotion in JATA Travel Fair - Production of Tourism Promotion Brochure in Japanese Language - Establishment of Market Information Network Among Crop Exchange Centers - Study to Special Economic Zones and Investment Promotion Agencies in Vietnam - MIC Corporate Video Profile Production
Philippines	<ul style="list-style-type: none"> - Participation in the 22nd Software Development Expo and Conference (SODEC) 2013 - Philippine Independence Day Celebration and Trade and Tourism Fair - Reception for Participants to the Philippine Business Mission to Japan - Production of Paper Bags
Singapore	<ul style="list-style-type: none"> - Translation and Printing of Brochures - Business Development Trip to Kagoshima - Tourism Promotion Event (Business Networking Seminar on Oishii Japan) - Business Trip to Fukuoka - Business Development Trip to Kansai Region - Business Development Trip to Kyushu Region - Business Trip to Singapore - Business Trip to Singapore - Production of Business Event Planners' Guide
Thailand	<ul style="list-style-type: none"> - Thailand OTOP Premium to Japan
Vietnam	<ul style="list-style-type: none"> - Travel Expenses to Attend the 33rd Annual Meeting of the Council - Publishing a Book Titled "Trade and Investment Relation between Vietnam and Japan" - Travel Expenses for Officials for Trade Business Person Support Program (Japan to Vietnam) - Expenses for Conference for Trade Business Person Support Program - Travel Expenses for Officials for Trade Business Person Support Program (Vietnam to Japan) - Technical Workshop on buyvietnam.com.vn - Seminar on Japan Market Access for Vietnam Lifestyle Products and Travel Expenses - Participation in Vietnam Trade Fairs / Exhibitions (Vietnam Festival in Aichi) - Business Trip to Nagasaki for Promoting Trade - Support for Organizing Forum on Agro and Fishery in Makuhari

c) Evaluation

The results of the activities were reported to have been fairly successful and it is desirable to maintain at least the same level of effectiveness under the ASEAN National Activities.

However, there were some problems related to the processing of the financial settlement, such as the absence of relevant documents to be submitted (bills, contracts, receipts or other supporting vouchers) and delay in transmitting reports and the above-mentioned documents by the deadline stipulated. This caused a serious problem to the Secretariat in preparing for the annual audit.

All ASEAN Member States are therefore urged to make further efforts in completing projects by December or January, so that the settlement of the accounts could be completed within each fiscal year.

VII. Administrative and Financial Matters

1. Administrative Matters

(1) Annual Meeting of the Council

Item	Date	Venue
33rd Annual Meeting of the Council	March 6-7, 2014	ASEAN-Japan Hall Tokyo

Outline

- i) The Meeting was chaired by Mr. Do Kim Lang, Deputy Director General, Vietnam Trade Promotion Agency, Ministry of Industry and Trade on behalf of Mr. Do Thang Hai, Council Director for Vietnam, as the Chairperson.
- ii) Main Agenda:
 - a. Highlight Report on the Centre's FY2013 Programs and Activities including the commemorative activities under 40th Year of ASEAN-Japan Friendship and Cooperation
 - b. Approval of the Annual Work Program and Budget for FY 2014
 - c. Tripartite Collaboration among the Three Centres; China, Japan and ROK



The 33rd Annual Meeting of the Council
Tokyo
March 6-7, 2014

(2) Executive Board/ Working Group Meetings

Item	Number of Meetings in FY 2013
Executive Board	5
Working Groups on; Trade	0
Investment	2
Tourism	1
Total number of the EB and WG Meetings in FY 2013	8

Outline

In FY 2013, five Executive Board Meetings were held, mainly to discuss the commemorative activities for the 40th Year of ASEAN-Japan Friendship and Cooperation.

2. Financial Matters

Outline

- i) The total amount of the budget for FY 2013 was ¥590,089,670 including both the special fund amounting to ¥35,302,670 which was transferred from the unappropriated balance for FY2011 by the decision of the 32nd Annual Meeting of the Council.
- ii) All the planned projects for FY2013 were completed within the fiscal year.
- iii) The unappropriated balance for FY 2013 was ¥42,474,868.
- iv) The annual audit for FY 2013 was conducted by an external auditing firm. There were no problems pointed out by the above auditing firm on the financial statements of the ASEAN-Japan Centre for the year ended March 31, 2014.
- v) The Annual Report on Revenues and Expenditures of the ASEAN-Japan Centre for FY2013 was approved by the Council by correspondence on July 11, 2014.

VIII. Annexes

1. List of Publications and Promotional Materials of the ASEAN-Japan Centre

a) PR Materials and Publications

- 1) ASEAN-Japan Centre (E/J)
- 2) ASEAN-Japan Centre Leaflet (E/J) *
- 3) ASEAN (J)
- 4) ASEAN-Japan Statistics (E/J)

b) Trade

- 1) “BuyASEAN” (E/J)
- 2) Exhibitors Directory (J)
- 3) 100 Questions for Trading with Japan (E/J)
- 4) Guide to Food Import 2012 (E/J)
- 5) Directory of ASEAN Exporters (J)

c) Investment

- 1) Investment Guidebook including Related Laws and Regulations (J)
- 2) Directory of Industrial Parks (J)
- 3) Activity Report (E/J) : Investment Promotion Missions / Investment Seminars
- 4) ASEAN Information Map (J)

d) Tourism

- 1) ASEAN Map (J)
- 2) ASEAN Tourism VIDEO (J)
- 3) Photo Library (J)
- 4) How to welcome Muslim tourists from ASEAN (J)

All publications and materials are available on the Centre’s website except the ones marked with *.

2. Lsit of the Directors of the Council and Executive Board Members (as of March, 2014)

Country	*	Name	Position	Division	Organization	Address
Brunei Darussalam	CD	Ms. Rozaimée Abdullah	Acting Head of Promotion	Department of Economic Cooperation	Ministry of Foreign Affairs and Trade	International Convention Centre (ICC) Jalan Pulaie, Berakas BB3910 Brunei Darussalam
	ACD, EBR	Ms. Aqilah Hanafiah	Second Secretary		Embassy of Brunei Darussalam	6-5-2, Kitashinagawa, Shinagawa-ku, Tokyo 141-0001
Kingdom of Cambodia	CD	H.E. Mr. Hor Monirath	Ambassador		Royal Embassy of Cambodia	8-6-9, Akasaka Minato-Ku, Tokyo 107-0052
	ACD	Mr. Chhau Sothira	Counsellor		Royal Embassy of Cambodia	8-6-9, Akasaka Minato-Ku, Tokyo 107-0052
	EBR	Mr. Lao Nguon Eng	Commercial Counsellor		Royal Embassy of Cambodia	8-6-9, Akasaka Minato-Ku, Tokyo 107-0053
Republic of Indonesia	CD	Ms. Nus Nuzulia Ishak	Director General	Directorate General of National Export Development (DGNED)	Ministry of Trade	JL. M.I. Ridwan Rais No.5, Jakarta 10110 Indonesia
	ACD	Mr. Himawan Hariyoga	Deputy Chairman	International Cooperation and Investment Promotion	Investment Coordinating Board (BKPM)	Jl. Jend. Gatot Subroto No.44, Jakarta 12190, Indonesia
	EBR	Mr. Jonny Sinaga	Minister and Deputy chief of Mission		Embassy of the Republic of Indonesia	5-2-9 Higashi Gotanda, Shinagawa-ku, Tokyo 141-0022 Japan
	EBM	Mr. Bambang Suharto	Minister Counsellor		Embassy of the Republic of Indonesia	5-2-9 Higashi Gotanda, Shinagawa-ku, Tokyo 141-0022 Japan
	EBM	Mr. Agus Heryana	Counsellor		Embassy of the Republic of Indonesia	5-2-9 Higashi Gotanda, Shinagawa-ku, Tokyo 141-0022 Japan
	EBM	Ms. Julia Silalahi	Trade Attache		Embassy of the Republic of Indonesia	5-2-9 Higashi Gotanda, Shinagawa-ku, Tokyo 141-0023 Japan
	EBM	Mr. Hari Prabowo	First Secretary		Embassy of the Republic of Indonesia	5-2-9 Higashi Gotanda, Shinagawa-ku, Tokyo 141-0024 Japan
	EBM	Mr. Husen Maulana	Director		Indonesia Investment promotion Centre (IIPC)	Fukoku Seimei Bldg. 23F 2-2-2, Uchisaiwai-cho, Chiyoda-ku, Tokyo 100-0011
Japan	CD	Mr. Kazuhide Ishikawa	Director-General	Southeast and Southwest Asian Affairs Department	Ministry of Foreign Affairs	2-2-1 Kasumigaseki, Chiyoda-ku, Tokyo 100-8919
	ACD	Mr. Toshiyuki Sakamoto	Deputy Director-General for Trade Policy		Ministry of Economy, Trade and Industry	1-3-1 Kasumigaseki, Chiyoda-ku, Tokyo 100-8901
	ACD	Mr. Yoshinobu Sato	Vice Commissioner		Japan Tourism Agency	2-1-3 Kasumigaseki, Chiyoda-ku, Tokyo 100-8919
	EBR	Mr. Yasushi Yamamoto	Director	Regional Policy Division, Asian and Oceanian Affairs Bureau	Ministry of Foreign Affairs	2-2-1 Kasumigaseki, Chiyoda-ku, Tokyo 100-8919
	EBM	Mr. Hajime Matsumura	Deputy Director	Regional Policy Division, Asian and Oceanian Affairs Bureau	Ministry of Foreign Affairs	2-2-1 Kasumigaseki, Chiyoda-ku, Tokyo 100-8921
	EBM	Mr. Hisashi Kamogawa	Deputy Director	Regional Policy Division, Asian and Oceanian Affairs Bureau	Ministry of Foreign Affairs	2-2-1 Kasumigaseki, Chiyoda-ku, Tokyo 100-8922 Japan
	EBM	Mr. Daiki Kasugahara	Director	Trade Policy Bureau, Asia and Pacific Division	Ministry of Economy, Trade and Industry	1-3-1 Kasumigaseki, Chiyoda-ku, Tokyo 100-8901
	EBM	Mr. Yuki Takishima	Principal Deputy Director	Trade Policy Bureau, Asia and Pacific Division	Ministry of Economy, Trade and Industry	1-3-1 Kasumigaseki, Chiyoda-ku, Tokyo 100-8902
	EBM	Ms. Yuri Higashi	Deputy Director	Trade Policy Bureau, Asia and Pacific Division	Ministry of Economy, Trade and Industry	1-3-1 Kasumigaseki, Chiyoda-ku, Tokyo 100-8903
	EBM	Ms. Kaori Osada	Assistant Director	Trade Policy Bureau, Asia and Pacific Division	Ministry of Economy, Trade and Industry	1-3-1 Kasumigaseki, Chiyoda-ku, Tokyo 100-8904
	EBM	Mr. Kenji Yamaguchi	Official	Trade Policy Bureau, Asia and Pacific Division	Ministry of Economy, Trade and Industry	1-3-1 Kasumigaseki, Chiyoda-ku, Tokyo 100-8905
	EBM	Mr. Takanori Muramatsu	Official	MICE and International Conferences	Japan Tourism Agency	2-1-3 Kasumigaseki, Chiyoda-ku, Tokyo 100-8919
Lao P.D.R.	CD	Mr. Thongphane Savanphet	Director-General	Economic Affairs Department	Ministry of Foreign Affairs	23 Sing Ha Rd, Vientiane, Lao P.D.R.
	ACD	Mr. Bounsom Phommavihane	Director General	Foreign Trade Policy Department	Ministry of Industry and Commerce	Phon Xay Road, P.O.Box 4107, Vientiane, Lao P.D.R
	EBR	Mr. Bounneme Chouanghom	Minister-Counsellor		Embassy of Lao People's Democratic Republic	3-3-22 Nishi Azabu, Minato-ku, Tokyo 106-0031
Malaysia	CD	Mr. P. Ravidran	Senior Director	ASEAN Economic Cooperation	Ministry of International Trade and Industry	Block 10, Government Offices Complex, Jalan Duta 50622, Kuala Lumpur, Malaysia
	ACD, EBR	Mr. Kua Kit Chye	Director		Malaysia External Trade Development Corporation (MATRADE)	Ginza Showadori Bldg. 6F, 8-14-14, Ginza, Chuo-ku, Tokyo 104-0061

*CD=Council Director / ACD=Alternate Council Director / EBR=Executive Board Representative / EBM=Executive Board Member

Country	*	Name	Position	Division	Organization	Address
Malaysia	ACD, EBR	Mr. Mohamad Hashim	Director		Malaysian Investment Development Authority (MIDA) Tokyo Office	32F, Shiroyama Trust Tower, 4-3-1, Toranomom, Minato-ku, Tokyo 105-6032
	EBM	Mr. Noor Azlan Abu Bakar	Director		Malaysia Tourism Promotion Board (MTPB) Tokyo Office	5F, Chiyoda Bldg., 1-6-4 Yuraku-cho, Chiyoda-ku, Tokyo 100-0006
Republic of the Union of Myanmar	CD	H.E. Mr. Khin Maung Tin	Ambassador		Embassy of the Republic of the Union of Myanmar	4-8-26, Kita-shinagawa, Shinagawa-ku, Tokyo 140-0001
	EBR	Ms. Ei Zin Oo	First Secretary		Embassy of the Republic of the Union of Myanmar	4-8-26, Kita-shinagawa, Shinagawa-ku, Tokyo 140-0003
Republic of the Philippines	CD	H.E. Mr. Manuel M. Lopez	Ambassador		Embassy of the Republic of the Philippines	5-15-5, Roppongi, Minato-ku, Tokyo 106-8537
	ACD, EBR	Mr. Hans Mohaimin L. Siriban	Second Secretary and Consul		Embassy of the Republic of the Philippines	5-15-5, Roppongi, Minato-ku, Tokyo 106-8538
	EBM	Mr. Valentino L. Cabansag	Tourism Attache and Representativer for East Japan	Department of Tourism	Embassy of the Republic of the Philippines	5-15-5, Roppongi, Minato-ku, Tokyo 106-8540
	EBM	Ms. Dita Angara-Mathay	Commercial Counsellor	Commercial Section	Embassy of the Republic of the Philippines	5-15-5, Roppongi, Minato-ku, Tokyo 106-8541
	EBM	Mr. Froilan Emil D. Pamintuan	Commercial Attache	Commercial Section	Embassy of the Republic of the Philippines	5-15-5, Roppongi, Minato-ku, Tokyo 106-8541
Republic of Singapore	CD	Mr. Chua Taik Him	Deputy Chief Executive Officer		International Enterprise Singapore (IE Singapore)	230 Victoria Street #09-00 Bugis Junction Office Tower, Singapore
	EBR	Mr. Goh Wee Meng	Centre Director North Asia & Pacific Group		International Enterprise Singapore (IE Singapore), Tokyo	13F, Ark Mori Bld., 1-12-32 Akasaka, Minato-ku, Tokyo 107-0052
	EBM	Ms. Karen Yu	Regional Director Japan & Korea, EDB	Office of the Counsellor (Industry)	Embassy of the Republic of Singapore	11F, Imperial Tower, 1-1-1, Uchisaiwai-cho, Chiyoda-ku, Tokyo 100-0011
Kingdom of Thailand	CD	Mrs. Nuntawan Sakuntanaga	Director General		Department of International Trade Promotion (DITP)	44/100 Nonthaburi 1 Rd., Muang, Nonthaburi 11000 Thailand
	ACD	Mr. Phusit Ratanakulsereroengrit	Director	Secretariat Office of Director General	Department of International Trade Promotion (DITP)	44/100 Nonthaburi 1 Rd., Muang, Nonthaburi 11001 Thailand
	ACD, EBR	Mr. Phatai Sooksommai	Minister (Commercial)	Office of Commercial Affairs	Royal Thai Embassy	6F, Setani Bldg., 5-4, Kojimachi, Chiyoda-ku, Tokyo 102-0083
	EBM	Mr. Salil Wisalswadi	Minister (Economic and Investment)	Office of Economic & Investment Affairs	Royal Thai Embassy	Fukuda Bldg. West 8F, 2-11-3 Akasaka, Minato-ku, Tokyo 107-0052
	EBM	Ms. Nittaya Aumbhitaya	Director		Tourism Authority of Thailand, Tokyo Office	Yurakucho Denki Bldg. South Tower 2F, Rm.259, 1-7-1, Yurakucho, Chiyoda-ku, Tokyo 100-0006
Socialist Republic of Vietnam	CD	Mr. Do Thang Hai	Director General	Vietnam Trade Promotion Agency (VIETRADE)	Ministry of Industry and Trade	20 Ly Thuong Kiet St., Hanoi, Vietnam
	EBR	Mr. Nguyen Trung Dung	Commercial Counsellor		Embassy of the Socialist Republic of Vietnam	50-11, Motoyoyogi-cho, Shibuya-ku, Tokyo 151-0062
	EBM	Mr. Ta Duc Minh	Commercial Attache		Embassy of the Socialist Republic of Vietnam	50-11, Motoyoyogi-cho, Shibuya-ku, Tokyo 151-0063
	EBM	Dr. Nguyen Van Ba	Head	Investment Promotion Office	Embassy of the Socialist Republic of Vietnam	25-7-S205, Hatsudai 2-chome, Shibuya-ku, Tokyo 151-0061

List of Supporting Events for FY2013

Division in charge : Trade & Investment (Trade)

No.	Name of the Event	Date	Place	Organizer
1	Interiorlifestyle Tokyo	5,6,7-June, 2013	Tokyo Big Sight	Mesago Messe Frankfurt Corp.
2	The 9th Fukuoka International Gift Show 2013/The 2nd Fukuoka International Beauty Show	10,11,12-June, 2013	Fukuoka	BUSINESS GUIDE-SHA, INC.
3	Asian Leaders Business Summit 2013	17-Sep, 2013	Tokyo	Asia Leaders Association
4	The 50th Osaka International Gift Show Autumn 2013	25,26-Sep, 2013	Osaka	BUSINESS GUIDE-SHA, INC.
5	Good Design Exhibition 2013	30,31-Oct, 1,2,3,4-Nov, 2013	Tokyo Midtown	Japan Institute of Design Promotion.
6	The 13th BioFach Japan Organic EXPO	31-Oct, 1,2,-Nov, 2013	Tokyo Big Sight	Nurnberg Messe GmbH
7	The 51st Osaka International Gift Show Spring 2014	5,6-March, 2014	Osaka	BUSINESS GUIDE-SHA, INC.

List of Supporting Events for FY2013

Division in charge : Trade & Investment (Investment)

No.	Name of the Event	Date	Place	Organizer
1	Indonesian Investment Seminar	23-Apr	Nagoya	Nagoya Chamber of Commerce & Industry
2	Thai-Japan SMEs Seminar and Business Alliance	23-May	Tokyo	BOI
3	Vietnam Binh Duong Province Investment Seminar	11-Jun	Tokyo	People's Committee of Binh Duong Province
4	Vietnam Binh Duong Province Investment Seminar	14-Jun	Osaka	People's Committee of Binh Duong Province
5	Future of Global Company and Human Resource	22-Jun	Osaka	Osaka International University
6	Malaysia Business Seminar	1-Jul	Kobe	MITI, MIDA, MATRADE
7	Malaysia Business Seminar	2-Jul	Tokyo	MITI, MIDA, MATRADE
8	Japan-Vietnam Friendship, Industry, Culture, Educational Exchange Seminar	10-Jul	Tokyo	The Japan-Vietnam Association
9	Saitama Asia Forum	11-Jul	Saitama	Saitama Prefecture
10	Activity of Jakarta Japan Club	16-Jul	Tokyo	Japan Indonesia Association, Inc.
11	Vietnam Investment Seminar	20-Sep	Nagoya	Vietnam Embassy, Vietnam MPI
12	Saitama Asia Forum	4-Oct	Saitama	Saitama Prefecture
13	The Investment Symposium for the Energy Sector in the Philippines	16-Oct	Tokyo	JICA,DOE
14	Vietnam Investment Seminar	18-Oct	Sagamihara	Kanagawa Pref. Sagamihara Industrial Promotion Foundation, JETRO Yokohama
15	Vietnam Nam Dinh Province Investment Environment Seminar	22-Oct	Shizuoka	Vietnam Nam Dinh Province People's Committee, Embassy of the Socialist Republic of Viet Nam in Japan
16	Vietnam HCM VIE-PAN TECHNO PARK Seminar	22-Oct	Nagoya	Ho Chi Minh City People's Committee, Ho Chi Minh City Export Processing and Industry Zones Authority (HEPZA)
17	Vietnam Nam Dinh Province Investment Environment Seminar	23-Oct	Nagoya	Vietnam Nam Dinh Province People's Committee, Embassy of the Socialist Republic of Viet Nam in Japan
18	Vietnam HCM VIE-PAN TECHNO PARK Seminar	23-Oct	Osaka	Ho Chi Minh City People's Committee, Ho Chi Minh City Export Processing and Industry Zones Authority (HEPZA)
19	Vietnam Nam Dinh Province Investment Environment Seminar	24-Oct	Osaka	Vietnam Nam Dinh Province People's Committee, Embassy of the Socialist Republic of Viet Nam in Japan

No.	Name of the Event	Date	Place	Organizer
20	Vietnam Nam Dinh Province Investment Environment Seminar	25-Oct	Fukuoka	Vietnam Nam Dinh Province People's Committee, Embassy of the Socialist Republic of Viet Nam in Japan
21	Vietnam HCM VIE-PAN TECHNO PARK Seminar	25-Oct	Fukuoka	Ho Chi Minh City People's Committee, Ho Chi Minh City Export Processing and Industry Zones Authority
22	Vietnam HCM VIE-PAN TECHNO PARK Seminar	29-Oct	Tokyo	Ho Chi Minh City People's Committee, Ho Chi Minh City Export Processing and Industry Zones Authority
23	Indonesia Business Matching	25-Nov	Tokyo	SMRJ
24	Indonesia Business Matching	29-Nov	Fukuoka	SMRJ
25	Vision on Presidential Election of Indonesia Seminar	9-Dec	Tokyo	Japan Indonesia Association, Inc.
26	ASEAN Taxation Seminar	9-Dec	Gunma	Gunma Prefecture
27	Mitsubishi Tokyo UFJ Bank Seminar	19-Dec	Tokyo	Mitsubishi Tokyo UFJ Bank
28	Thailand Business Meeting	28-Jan	Tokyo	SMRJ
29	Thailand Business Meeting	30-Jan	Hiroshima	SMRJ
30	Seminar on Japan Indonesia Relationship	24-Feb	Tokyo	Japan Indonesia Association, Inc.
31	Japan ASEAN Business Matching Event	10-Mar	Tokyo	SMRJ
32	Vietnam HCM VIE-PAN Techno Park Seminar	11-Mar	Sendai	Ho Chi Minh City People's committee, Ho Chi Minh City Export Processing and Industry Zone Authority
33	Japan ASEAN Business Matching Event	12-Mar	Osaka	SMRJ
34	Seminar on Investment in Mekong Region	13-Mar	Fujisawa	Kanagawa Prefecture, Kanagawa Industrial Promotion center, Shonan Industrial Promotion Foundation, JETRO Yokohama
35	Saitama Asia Forum	20-Mar	Saitama	Saitama Pref.
36	Prospect of Presidential Election and Latest Political Situation in Indonesia	25-Mar	Tokyo	Japan Indonesia Association, Inc
37	Market Sounding of PPP Infrastructure Projects & Investment Opportunities in Special Economic Zone	26-Mar	Tokyo	BKPM

List of Supporting Events for FY2013

Division in charge : Tourism & Exchange

No.	Name of the Event	Date	Place	Organizer
1	The 5th Thai Curving Contest	30-Apr	Osaka	Japan Thai Carving Association
2	Travel & Resort Fair at Tobu Department Stores	May 9 - 22, 2013	Ikebukuro and Ichikawa	Tobu Department Stores
3	The 12th Songkran & World Festa in Saitama	27-Aug	Saitama	Saitama Prefecture, Saitama Arena Co., Ltd.
4	Globalization Seminar "Thai Customs"	27-Aug-13	Mebashi, Gumma	Gumma Prefecture
5	Thai Festa in Shizuoka 2013	August 31-September 1, 2013	Shizuoka	Shizuoka Japan Thailand Association
6	Nika Poster Exhibition	September 4-16, 2013	Tokyo	NIKAKAI Designers General Incorporated Association
7	Vietnam Festival in Aichi	September 21-22, 2013	Nagoya	Aichi Prefecture, Nagoya CCI and others
8	Oishii Japan 2013	October 17 - 19, 2013	Singapore	Oishii Japan Executive Committee
9	Globalization Seminar "Southeast Business and Laws"	18-Oct	Maebashi, Gumma	Gumma Prefecture
10	The 1 st Vietnam International Halong Bay Marathon 2013	27-Oct	Halong, Vietnam	Halong Bay Marathon Organizing Committee
11	Sakai ASEAN Week 2013	October 28 - November 10, 2013	Sakai City	Sakai City, Osaka
12	Japan-ASEAN Tourism Symposium	January 15 – 16, 2014	Okinawa	Okinawa Prefecture and others
13	"FLY RE:J Workshop"	February 24-March 3, 2014	Sapporo	Sapporo Electronics and Industries Cultivation Foundation
14	Philippines Art Exhibition & Events	March 27, 2013 - April 5, 2013	ASEAN-Japan Hall	Embassy of the Republic of the Philippines
15	Seminar by Japan Singapore Association	20-Jun-13	ASEAN-Japan Hall	Japan Singapore Association
16	Japan-Indonesia Culture Exchange	June 22 – 25, 2013	ASEAN-Japan Hall	Japan Indonesia Association, Inc.
17	The 3 rd Look Malaysia Program	24-Oct-13	ASEAN-Japan Hall	Malaysia Tourism Promotion Board
18	Destination Seminar by NTOs	4-Dec-13	ASEAN-Japan Hall	NTOs of Malaysia, Philippines and Thailand, China Airlines
19	Indonesia Photography Seminar	14-Feb-14	ASEAN-Japan Hall	Japan Professional Photographers Society
20	Indonesia Art Exhibition	March 15 – 20, 2014	ASEAN-Japan Hall	Embassy of the Republic of Indonesia

List of Supporting Events for FY2013

Division in charge : Planning & Coordination (PR)

No.	Name of the Event	Date	Place	Organizer
1	Seminar on Labor-Management Relations in Indonesia	23-Apr	Tokyo	Japan Indonesia Association, Inc. (JAPINDA)
2	The 1st International Symposium on Food Halalness	8-May	Tokyo	Tokyo Institute of Technology, Graduate School of Innovation Management
3	Seminar on Natural Resources and Politics of Indonesia	30-May	Tokyo	Japan Indonesia Association, Inc. (JAPINDA)
4	JDFA Football Clinic in Thailand	2-Jun	Thailand	Japan Dream Football Association (JDFA)
5	Company Information Session for Students from the ASEAN Region	27-Jun	Tokyo	Tokyo Chamber of Commerce and Industry
6	Seminar on Indonesia and Its People	1-Jul	Tokyo	Japan Indonesia Association, Inc. (JAPINDA)
7	Seminar on the Activities of the Jakarta Japan Club	16-Jul	Tokyo	Japan Indonesia Association, Inc. (JAPINDA)
8	The 8th ASEAN Festival	20-Jul	Tokyo	ASEAN Youth Network in Japan (AYNJ)
9	World Picture Story Book Exhibition: Southeast Asia	7 to 11-Aug	Kyoto	Kyoto City International Foundation
10	Seminar on Indonesian Dance Culture	22-Aug	Tokyo (ASEAN-Japan Hall)	BASUNDHARI
11	Nikkei Asian Recruiting Forum	26-Aug to 1-Sept	Tokyo (Meiji Univ.)	Nikkei Human Resources, Inc.
12	The 3rd International Red and White Singing Contest	30-Aug & 15-Sept	Osaka & Tokyo	International Red and White Singing Contest Planning Committee
13	Seminar on Indonesian Law	13-Sep	Tokyo	Japan Indonesia Association, Inc. (JAPINDA)
14	Working ASIA Conference Tokyo 2013	21 & 22 -Sept	Tokyo	COWORKING COOP

List of Supporting Events for FY2013

Division in charge : Planning & Coordination (PR)

No.	Name of the Event	Date	Place	Organizer
15	New Operetta THE LOVE STORY OF CELESTIAL NYMPH	7-Sept & 29-Dec	Kyoto & Hanoi	NPO: Japan Vietnam Cultural Interaction Project
16	Vietnam Festival 2013	14 & 15-Sept	Japan	Vietnam Festival Organizing Committee Embassy of the Socialist Republic of Vietnam in Japan
17	JDFA Football Clinic in Thailand	6-Oct	Thailand	Japan Dream Football Association (JDFA)
18	Photo Exhibition by Hideyuki Tachioka "CAMBODIA"	9 to 18-Oct	Tokyo (ASEAN-Japan Hall)	Photo Exhibition "CAMBODIA" Planning Committee
19	The 25th Autumn Sports Fair by Foreign Students	14-Oct to 21-Nov	Japan	Foreign Students Sports Exchange Association
20	Seminar on Indonesia Economy	21-Oct	Tokyo	Japan Indonesia Association, Inc. (JAPINDA)
21	The 9th Arts Exhibition of SSIA Japan and Indonesia in Jakarta	28-Oct to 6-Nov	Jakarta, Indonesia	Society for the Study of Indonesian Arts (SSIA)
22	ASEAN-Japan Youth Leaders' Summit	30-Oct	Tokyo	Cabinet Office of Japan, Center for International Youth Exchange
23	Seminar on Japanese Diplomacy in Southeast Asia	7-Nov	Japan	Japan Indonesia Association, Inc. (JAPINDA)
24	ASEAN Music Festival	23-Nov	Tokyo	ASEAN Music Festival Organizing Committee
25	JDFA Football Clinic in Thailand	8-Dec	Thailand	Japan Dream Football Association (JDFA)
26	Seminar on Outlook on Indonesian Presidential Election	9-Dec	Japan	Japan Indonesia Association, Inc. (JAPINDA)
27	The 5th International Week (Theme: Thailand and Vietnam)	9 to 14 Dec	Tokyo	Chuo University
28	Seminar on Japan's Economic Partnership Policies	29-Jan	Japan	Japan Indonesia Association, Inc. (JAPINDA)

List of Supporting Events for FY2013

Division in charge : Planning & Coordination (PR)

No.	Name of the Event	Date	Place	Organizer
29	ASEAN Community Japan - Japan Winter Career Fair 2014	21-Feb	Japan	ASEAN Community -Japan
30	Experience Sharing and Learning Forum by the Cambodia Student Association in Japan	8-Mar	Japan	Cambodian Students Association in Japan
31	JDFA Football Clinic in Thailand	23-Mar	Thailand	Japan Dream Football Association (JDFA)

***ASEAN PROMOTION CENTRE ON
TRADE, INVESTMENT AND TOURISM***

*Financial Statements for the
Year Ended March 31, 2014, and
Independent Auditor's Report*

INDEPENDENT AUDITOR'S REPORT

To the Council of ASEAN PROMOTION CENTRE ON
TRADE, INVESTMENT AND TOURISM:

We have audited the accompanying balance sheet of ASEAN PROMOTION CENTRE ON TRADE, INVESTMENT AND TOURISM (the Centre) as of March 31, 2014, and the related statements of revenues, expenses, and changes in fund balance, and cash flows for the year then ended, and a summary of significant accounting policies and other explanatory information, all expressed in Japanese yen.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with accounting principles generally accepted in Japan, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditor's Responsibility

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with auditing standards generally accepted in Japan. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Opinion

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of the Centre as of March 31, 2014, and the results of its operations and its cash flows for the year then ended in accordance with accounting principles generally accepted in Japan.

Convenience Translation

Our audit also comprehended the translation of Japanese yen amounts into U.S. dollar amounts and, in our opinion, such translation has been made in accordance with the basis stated in Note 2 to the financial statements. Such U.S. dollar amounts are presented solely for the convenience of readers outside Japan.

Deloitte Touche Tohmatsu LLC

June 10, 2014

ASEAN PROMOTION CENTRE ON TRADE, INVESTMENT AND TOURISM

Balance Sheet March 31, 2014

<u>ASSETS</u>	<u>Japanese Yen</u>	<u>U.S. Dollars</u> (Note 2)
CURRENT ASSETS:		
Cash and bank deposits	¥235,103,132	\$2,284,329
Prepaid expenses	1,585,372	15,404
Accounts receivable	469,233	4,559
Total current assets	237,157,737	2,304,292
PROPERTY, PLANT AND EQUIPMENT:		
Property, plant and equipment (Notes 3.a, 3.d and 5)	92,713,322	900,829
Accumulated depreciation	(64,372,403)	(625,461)
Net property, plant and equipment	28,340,919	275,368
Lease assets (Notes 3.e and 6)	5,862,000	56,957
Accumulated depreciation	(4,103,400)	(39,870)
Net lease assets	1,758,600	17,087
Net property, plant and equipment	30,099,519	292,455
INVESTMENTS AND OTHER ASSETS:		
Software (Note 3.a)	14,940,350	145,165
Lease deposits (Note 9.a)	56,698,800	550,902
Deposits	50,000	486
Long-term prepaid expenses	33,528	325
Total investments and other assets	71,722,678	696,878
TOTAL	¥338,979,934	\$3,293,625

See notes to financial statements.

<u>LIABILITIES AND FUND BALANCE</u>	<u>Japanese Yen</u>	<u>U.S. Dollars (Note 2)</u>
CURRENT LIABILITIES:		
Accounts payable	¥ 24,518,067	\$ 238,225
Current portion of long-term bank loan (Note 9.a)	56,338,800	547,404
Deposits received (Note 7)	2,464,582	23,947
Current portion of long-term lease obligations (Notes 3.e and 6)	1,172,400	11,391
Other current liabilities	725,172	7,045
Total current liabilities	85,219,021	828,012
LONG-TERM LIABILITIES:		
Long-term lease obligations (Notes 3.e and 6)	586,200	5,696
Asset retirement obligations (Notes 3.d and 5)	16,757,266	162,818
Accrued severance benefits (Note 3.c)	108,522,241	1,054,433
Total long-term liabilities	125,865,707	1,222,947
COMMITMENTS AND CONTINGENT LIABILITIES		
FUND BALANCE:		
Appropriated for special fund	57,925,335	562,818
Appropriated for earmarked expenses (Notes 9.b and 10)	971,000	9,435
Appropriated for property, plant and equipment and software (Notes 3.a, 3.d, 3.e and 5)	45,039,869	437,620
Appropriated for lease obligations (Notes 3.e and 6)	(1,758,600)	(17,087)
Appropriated for asset retirement obligations (Notes 3.d and 5)	(16,757,266)	(162,818)
Unappropriated	42,474,868	412,698
Total fund balance	127,895,206	1,242,666
TOTAL	¥338,979,934	\$3,293,625

ASEAN PROMOTION CENTRE ON TRADE, INVESTMENT AND TOURISM

Statement of Revenues, Expenses, and Changes in Fund Balance Year Ended March 31, 2014

	Japanese Yen	U.S. Dollars (Note 2)
REVENUES:		
Contributions from Member States (Note 8.a)	¥554,787,000	\$5,390,468
Fund from Japan-ASEAN Integration Fund (Note 8.b)	38,780,247	376,800
Other income:		
Interest and dividend income	167,997	1,633
Others	67,960	660
Total revenues	<u>593,803,204</u>	<u>5,769,561</u>
EXPENSES:		
Projects:		
Trade	72,784,926	707,199
Investment	64,445,958	626,175
Tourism and exchanges (Note 8.b)	71,991,587	699,491
Public relations	22,372,601	217,379
ASEAN national activities	35,071,076	340,761
Depreciation expenses (Notes 3.a and 3.e)	2,930,021	28,469
Amortization expenses (Note 3.a)	8,325,734	80,895
Loss on disposal of property, plant and equipment	69,470	675
Administration:		
Meetings of Council and Executive Board	2,890,374	28,084
Office maintenance	49,149,462	477,550
Office operation	6,828,971	66,351
Staff expenses	209,358,757	2,034,189
Provision for accrued severance benefits (Note 3.c)	8,685,641	84,392
Rent for Permanent Exhibition Hall (Note 9.a)	36,345,681	353,145
Depreciation expenses (Notes 3.a, 3.d and 3.e)	5,418,690	52,650
Amortization expenses (Note 3.a)	1,174,893	11,416
Loss on disposal of property, plant and equipment	76,170	740
Total expenses	<u>597,920,012</u>	<u>5,809,561</u>
EXCESS OF EXPENSES OVER REVENUES	(4,116,808)	(40,000)
FUND BALANCE, BEGINNING OF YEAR	<u>132,012,014</u>	<u>1,282,666</u>
FUND BALANCE, END OF YEAR	<u>¥127,895,206</u>	<u>\$1,242,666</u>

See notes to financial statements.

ASEAN PROMOTION CENTRE ON TRADE, INVESTMENT AND TOURISM

Statement of Cash Flows Year Ended March 31, 2014

	Japanese Yen	U.S. Dollars (Note 2)
OPERATING ACTIVITIES:		
Cash received from Member States	¥554,787,000	\$5,390,468
Cash received from Japan-ASEAN Integration Fund	38,780,247	376,800
Cash received from other operating activities	67,960	660
Cash paid to suppliers and staff	(601,796,359)	(5,847,224)
Cash paid for other activities	(16,447,832)	(159,812)
Interest received	9	
Interest paid	(1,197,188)	(11,632)
Net cash used in operating activities	(25,806,163)	(250,740)
INVESTING ACTIVITIES:		
Acquisition of property, plant and equipment and software	(6,065,468)	(58,934)
Cash received from staff for monthly settlements of salary advance	159,280	1,548
Proceeds from redemption of investment securities	450,207,538	4,374,345
Acquisition of investments in securities	(450,039,550)	(4,372,713)
Net cash used in investing activities	(5,738,200)	(55,754)
FINANCING ACTIVITIES:		
Cash paid for long-term lease obligations	(1,172,400)	(11,391)
Net cash used in financing activities	(1,172,400)	(11,391)
NET DECREASE IN CASH AND BANK DEPOSITS	(32,716,763)	(317,885)
CASH AND BANK DEPOSITS, BEGINNING OF YEAR	267,819,895	2,602,214
CASH AND BANK DEPOSITS, END OF YEAR	¥235,103,132	\$2,284,329

See notes to financial statements.

ASEAN PROMOTION CENTRE ON TRADE, INVESTMENT AND TOURISM

Notes to Financial Statements Year Ended March 31, 2014

1. ORGANIZATION

ASEAN PROMOTION CENTRE ON TRADE, INVESTMENT AND TOURISM (the Centre) was established on May 25, 1981, as an unincorporated, nonprofit organization under the Agreement between the Governments of Japan and five ASEAN Member States. This Agreement was extended to May 24, 2017, at the 31st Annual Meeting of the Council held in Tokyo in March 2012. The Centre's main purpose is to promote exports from the ASEAN Member States to Japan, particularly semi-processed and manufactured products; to accelerate the flow of investment between Japan and the ASEAN Member States including the transfer of skill and technology; to vitalize tourist traffic between Japan and the ASEAN Member States; and to expand exchanges of persons through close cooperation between Japan and the ASEAN Member States. There are 11 Member States as of March 31, 2014.

2. BASIS OF PRESENTING FINANCIAL STATEMENTS

The accompanying financial statements have been prepared in accordance with generally accepted accounting principles in Japan, which are different in certain respects as to application and disclosure requirements of International Financial Reporting Standards.

The financial statements are stated in Japanese yen, the currency of the country in which the Centre operates. The translations of Japanese yen amounts into U.S. dollar amounts are included solely for the convenience of readers and have been made at the rate of ¥102.92 to \$1, the rate of exchange at March 31, 2014. Such translations should not be construed as representations that the Japanese yen amounts could be converted into U.S. dollars at that or any other rate.

3. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

- a. **Property, Plant and Equipment and Software**—Property, plant and equipment and software, limited to those with individual amounts of ¥200,000 (\$1,943) or more, are stated at cost. Depreciation of property, plant and equipment is computed substantially by the declining-balance method at rates based on the estimated useful lives of the assets. The range of useful lives is principally from 2 to 20 years. Amortization of software is computed by the straight-line method at rates based on the estimated useful lives of 5 years.
- b. **Long-Lived Assets**—The Centre reviews its long-lived assets for impairment whenever events or changes in circumstance indicate the carrying amount of an asset or asset group may not be recoverable. The impairment loss is measured as the amount by which the carrying amount of the asset exceeds its recoverable amount, which is the net selling price at disposition.
- c. **Severance Benefits**—Staff members of the Centre are entitled to receive a lump-sum payment upon termination of their employment either by resignation or retirement. The amount of benefits for a permanent appointee is determined based on the rate of one-month base salary at the time of resignation or retirement for every completed year of service. For a fixed-term appointee, it is determined at the rate of monthly base salary for a year of service computed on a pro-rata, monthly basis effective at the time of termination of his/her employment in accordance with the 'RULES AND REGULATIONS.' The Centre has recorded a 100 percent liability for the amount that the Centre would have to pay for all the staff members if they resign at the balance sheet date. This is permitted under generally accepted accounting principles in Japan for certain companies whose number of staff members is less than 300. The provision charged to operations for the year ended March 31, 2014, amounted to ¥8,685,641 (\$84,392) for administration.

- d. **Asset Retirement Obligations**—In March 2008, Accounting Standards Board of Japan (the ASBJ) published the accounting standard for asset retirement obligations, ASBJ Statement No. 18, "Accounting Standard for Asset Retirement Obligations" and ASBJ Guidance No. 21, "Guidance on Accounting Standard for Asset Retirement Obligations." Under this accounting standard, an asset retirement obligation is defined as a legal obligation imposed either by law or contract that results from the acquisition, construction, development and the normal operation of a tangible fixed asset and is associated with the retirement of such asset. The asset retirement obligation is recognized as the sum of the discounted cash flows required for the future asset retirement and is recorded in the period in which the obligation is incurred if a reasonable estimate can be made. If a reasonable estimate of the asset retirement obligation cannot be made in the period the asset retirement obligation is incurred, the liability should be recognized when a reasonable estimate of asset retirement obligation can be made. Upon initial recognition of a liability for an asset retirement obligation, an asset retirement cost is capitalized by increasing the carrying amount of the related fixed asset by the amount of the liability. The asset retirement cost is subsequently allocated to expense through depreciation over the remaining useful life of the related asset. Over time, the liability is accreted to its present value each period. Any subsequent revisions to the timing or the amount of the original estimate of undiscounted cash flows are reflected as an increase or a decrease in the carrying amount of the liability and the capitalized amount of the related asset retirement cost.
- e. **Leases**—In March 2007, the ASBJ issued ASBJ Statement No. 13, "Accounting Standard for Lease Transactions," which revised the previous accounting standard for lease transactions issued in June 1993. The revised accounting standard for lease transactions was effective for fiscal years beginning on or after April 1, 2008.

Under the previous accounting standard, finance leases that were deemed to transfer ownership of the leased property to the lessee were capitalized. However, other finance leases were permitted to be accounted for as operating lease transactions if certain "as if capitalized" information was disclosed in the note to the lessee's financial statements. The revised accounting standard requires that all finance lease transactions be capitalized to recognize lease assets and lease obligations in the balance sheet.

4. LONG-LIVED ASSETS

The Centre reviewed its long-lived assets for impairment as of March 31, 2014 and, as a result, recognized no impairment loss.

5. ASSET RETIREMENT OBLIGATIONS

The changes in asset retirement obligations for the year ended March 31, 2014, were as follows:

	<u>Japanese Yen</u>	<u>U.S. Dollars</u>
Balance at beginning of year	¥16,460,969	\$159,939
Reconciliation associated with passage of time	<u>296,297</u>	<u>2,879</u>
Balance at end of year	<u>¥16,757,266</u>	<u>\$162,818</u>

6. LEASES

The Centre leases copy machines.

Total rental expenses, including lease payments under finance leases for the year ended March 31, 2014, were ¥1,172,400 (\$11,391).

Obligations under finance leases were as follows:

	<u>Japanese Yen</u>	<u>U.S. Dollars</u>
Due within one year	¥1,172,400	\$11,391
Due after one year	<u>586,200</u>	<u>5,696</u>
Total	<u>¥1,758,600</u>	<u>\$17,087</u>

7. DEPOSITS RECEIVED

The amount of ¥2,464,582 (\$23,947) was the return of termination gratuity which had been paid to persons temporarily seconded by the Government of Japan in the past fiscal years.

This amount will be paid back to the Government of Japan in the fiscal year ending March 31, 2015.

8. SOURCE OF FUNDING

a. Contributions

The contributions from Member States are recognized as revenues in the year when such contributions become due and payable.

The members of the Centre made the following contributions for the year ended March 31, 2014:

	<u>Japanese Yen</u>	<u>U.S. Dollars</u>
Obligatory contributions:		
Japan	¥367,239,000	\$3,568,199
ASEAN Member States	52,463,000	509,745
Rent for Permanent Exhibition Hall	39,276,000	381,617
Voluntary contributions from Japan	<u>95,809,000</u>	<u>930,907</u>
Total	<u>¥554,787,000</u>	<u>\$5,390,468</u>

Article X 2 of the Amendments to the Agreement Establishing the Centre which was amended by the Council Decision on November 20, 2007, states that, "Except for the rent of the permanent ASEAN Trade, Investment and Tourism Exhibition Hall, which shall be borne by Japan, the annual budget of the Centre shall be met in the following proportion: Japan: 87.5 percent, the ASEAN Member States: 12.5 percent." This annual budget is now referred to as obligatory contributions.

In addition, the Centre also receives voluntary contributions from Japan, which started in 1988 to meet its increasing financial requirements for the implementation of the Centre's new programs and projects.

b. Other Funding

The Centre received extra funding of ¥38,780,247 (\$376,800) from the Japan-ASEAN Integration Fund (JAIF) for the year ended March 31, 2014.

The fund from JAIF was used for the expenses of the project "Commemorating 40 Years of ASEAN-Japan Cooperation & Partnership: Participation of ASEAN Local Culinary in ASEAN Festival 2013." The project was implemented in October 2013, and included in the expenses under "Tourism and exchanges."

9. COMMITMENTS

a. Lease Commitments and Loan from Bank

The aggregate lease deposits at March 31, 2014 of ¥56,698,800 (\$550,902) consist of ¥55,104,000 (\$535,406) and ¥1,234,800 (\$11,998) for the Permanent Exhibition Hall/Secretariat Office including the Information Corner and the storage in Onarimon, respectively, and ¥360,000 (\$3,498) for housing for a member of ASEAN staff.

Total monthly rents from February 1, 2013 through January 31, 2015 for the Permanent Exhibition Hall/Secretariat Office and Information Corner, the signboard fee and the storage in Onarimon of ¥5,488,000 (\$53,323), ¥60,000 (\$583) and ¥205,800 (\$2,000), respectively, are ¥5,753,800 (\$55,906).

The amount of ¥56,338,800 (\$547,404) for the current office lease deposit was financed by a bank loan, which bears an interest rate of 2.125 percent per annum on March 22, 2013. The principal amount is payable on March 23, 2015. The interest expenses were included under the "Rent for Permanent Exhibition Hall."

b. Contractual Purchase Obligations

The Centre has contractual purchase obligations related to the annual budget for the fiscal year ended March 31, 2014. The amount of the obligations is ¥971,000 (\$9,435) which consists of ¥6,000 (\$58) for trade activities, ¥957,000 (\$9,299) for investment activities, ¥7,000 (\$68) for ASEAN national activities, and ¥1,000 (\$10) for administration activities at March 31, 2014.

10. FUND BALANCE

Appropriated for Earmarked Expenses

The amount of earmarked expenses, which consists of outstanding purchase orders and other commitments for materials and services not received as of March 31, 2014, was not recorded as "Accounts payable" in the balance sheet and "Expenses" in the statement of revenues, expenses, and changes in fund balance in accordance with generally accepted accounting principles in Japan.

The amount of ¥971,000 (\$9,435) was appropriated for contractual purchase obligations.

* * * * *