

ANNUAL REPORT



OF THE ASEAN-JAPAN CENTRE FOR FISCAL YEAR 2016:

RESULTS AND IMPACT ANALYSIS



**ANNUAL REPORT OF
THE ASEAN-JAPAN CENTRE
FOR FISCAL YEAR 2016:**
Results and impact analysis



2016 HIGHLIGHTS

His Excellency Mr. Ramon M. Lopez, Secretary, Department of Trade and Industry Philippines: *“The Philippine Economic Forum (held on 26 October 2016) was as usual, organized under the same standard of excellence your organization has earned a solid reputation for. The official and private sector delegation was most pleased with the results and are profuse in their appreciation for the warm and gracious hospitality extended by you and your partners. Through your cooperation, the Department of Trade and Industry will continue its efforts to promote and nurture Philippine economic relations with Japan.”* (letter dated 2 November 2016 addressed to the Secretary General of AJC in conjunction with the visit of President Rodrigo Duterte to Japan in October 2016).

His Excellency Dr. Souphanh Keomixay, Minister of Planning and Investment, Lao P.D.R.: *“The role of ASEAN-Japan Centre remains fundamentally significant in supporting the economic growth of Lao P.D.R.”* (during the Dialogue with Lao MPI Minister on 5 November 2016 in Tokyo).

The Ministry of Hotels and Tourism of Myanmar and the ASEAN-Japan Centre have long lasting friendly relationship and close cooperation throughout the years in promoting tourism development for Myanmar. We really appreciate AJC's continued support and assistance towards the development of Myanmar Tourism Industry. (letter dated 20 April 2017 addressed to the Secretary General of AJC from H.E. U Ohn Maung, Union Minister for the Ministry of Hotels and Tourism Myanmar).

- Sixty one ASEAN mission members at the Tokyo International Game Show 2016 through the Centre's involvement had 682 business meetings, resulting in an estimated sales of US\$12.8 million, more than 170 times the Centre's operational budget for this activity.
- With a total of 69 government officials from all 10 ASEAN Member States, two seminars – one on “Professional Services” and “Research and Development Services”, and the other on “Telecommunication Services” and “Computer and Related Services” – were held in Tokyo, producing 4 papers and promoting respective services trade in ASEAN through 19 policy recommendations.
- A total of 15 bilateral high-level investment policy dialogues attracted more than 2,800 Japanese investors.
- High-level ranking officials attended the investment policy dialogues, including Philippine President Rodrigo R. Duterte, Cambodian minister Sok Chenda Sophea, Laos minister Dr. Souphanh Keomixay, and Myanmar minister U Kyam Win, as well as two vice ministers.

“The ASEAN-Japan Centre performs commendable roles that promote the advancement of the ASEAN-Japan partnership. Its active promotional activities covering the trade, investment, tourism, and people-to-people relations have made it possible for the various Japanese communities, from businesses and industries, as well as the mass media, scholars, and citizens from all walks of life, to be closely informed on the developments and vast opportunities available in the now integrated, well-connected ASEAN Community, and thereby enabling the ASEAN-Japan relations to continue to flourish and grow from strength-to-strength over the years.”

H.E. Dr. AKP Mochtan
Deputy Secretary-General of ASEAN
Community and Corporate Affairs

(E-mail received from H.E. Dr. AKP Mochtan
20 March 2017 after visiting the ASEAN
Secretariat on 10 March 2017.)

“As the focal point of substantiating the relationship between ASEAN and Japan, as well as Myanmar and Japan, the ASEAN-Japan Centre has offered us a significant level of assistance that is essential for a new country, like Myanmar, to develop in a sustainable manner. I particularly appreciate Centre’s vision and efforts to become a regional centre of excellence in trade, investment, tourism and person-to-person exchange, and fully support it.”

H.E. Dr. Than Myint, Union Minister,
Ministry of Commerce, Myanmar at his
meeting with the Secretary General of
the ASEAN-Japan Centre, on 15 February
2017 in Tokyo.

- ASEAN start-up women entrepreneurs forged an average of 2.5 linkages with supporting enterprises through the ASEAN-Japan Women Entrepreneurs’ Linkage Program.
- Four products awarded by Centre’s Mekong Tourism Award earned 5% more travel applicants while the number of Japanese tourists traveling to the Mekong region rose only 1% in 2015.

CALENDAR FOR FY2016

SUBSTANTIVE ACTIVITIES

School Exchange Program: Event for children
"ASEAN Kids Day" July 31

Tokyo International Game Show /
ASEAN Character Award, Sep. 15-18

Special Presentation on Visit ASEAN@50
in Japan, Sep. 23

Technical Workshop on Accessible Tourism
for BCILM, Oct. 24-29

ASEAN-Japan Women Entrepreneurs
Exchange Program, Nov. 22-23

Exchange Program for Tourism Professionals
Nov. 28-Dec. 2

Export Capacity Building in Cambodia
Nov. 29-Dec. 1

Publications of and seminar on
"Professional Services" and
"Research and Development Services"
Nov. 29-Dec. 1

High-level Investment Policy Dialogue
between ASEAN High-ranking Officials and
Japanese Investors (throughout the year)

Ministerial-level Policy Dialogue for CLMV
(throughout the year)

Networking with Japanese investors
in local cities of Japan (throughout the year)

School Exchange Program: ASEAN introductory
classes at an elementary school, Jan. 21

Follow-up Seminar on Accessible Tourism,
Feb. 7

Publication of and seminar on
"Telecommunication Services" and
"Computer Related Services"
Feb. 23-25

ASEAN Regional Programs: Symposiums and
Topical Lecture Series (throughout the year)

Theme-based Tourism Promotion (inbound)
(throughout the year)

Participation in Tourism Events
(throughout the year)

Events at ASEAN-Japan Hall
(throughout the year)

Mekong Tourism Award, Mar. 8

Tourism Promotion Seminar in Myanmar
Mar. 28

Follow-up Seminar of the Tourism Professionals
Exchange Program, Mar. 28

Follow-up Workshop on Technical Capacity
of Exporting Cambodian Food and Beverage
Products into Japan, Mar. 30

1 April
2016

FISCAL YEAR 2016

31 March
2017

PARLIAMENTARY ACTIVITIES

13 April, Jeju, Korea

Meeting among the Secretaries General of ASEAN-China
Centre, ASEAN-Japan Centre and ASEAN-Korea Centre

20 April, Tokyo

1st Executive Board Meeting

4 August, Vientiane

The 19th AEM Plus Three Consultations

Discussion on enhancing the capacity of micro, small
and medium enterprises (MSMEs) in ASEAN through
collaboration with the ASEAN Centres. Presented the ideas
and proposals to the AEM Plus Three Ministers on possible
joint efforts to build up the capacities of MSMEs in ASEAN,
as well as opportunities to promote the linkages to
businesses in China, Japan, and the Republic of South Korea.

7 December, Tokyo

2nd Executive Board Meeting

17-19 January, Singapore

ASEAN Tourism Forum (ATF)

Tourism Ministers, National Tourism Organizations'
representatives and
tourism stakeholders
of the ASEAN Member
States and others
including China, Japan,
and the Republic of
Korea, participated in the
meeting.



21 February, Tokyo

3rd Executive Board Meeting

23 March, Tokyo

36th Annual Meeting of the Council

The Meeting was chaired by Ms. Arlinda, Director General
of National Export Development and Council Director for
Indonesia

Main agenda included:

- Consideration and decision of the extension of the
agreement establishing the ASEAN-Japan Centre; and
- Review of the current state of financial contributions by
Member States



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I. TRANSITION TO A NEW REALITY

The Centre has been undertaking substantive and administrative reform since September 2015 to be a more relevant, efficient, effective and results-oriented organization. The 2016 fiscal year saw more intensified efforts and was in transition to a new Centre. All of the activities of this fiscal year started late by several months due to a thorough review and revision of planned activities as requested by the Council and the ensuing approval by the Council Directors. Therefore, the Centre's work months for implementing substantive work programs were curtailed by this period. Nevertheless, the Centre achieved most of its activities as planned thanks to the dedication of all staff members and their commitment to their work.

As a result, in this fiscal year, the Centre produced 67 results-based activities under the work programs (Table 1): 6 activities under four work programs for trade; 35 activities under five work programs for investment; 9 activities under four work programs for tourism; 5 activities under three work programs for person-to-person exchanges; and 12 activities under three work programs for centre-wide activities. In addition, there are three centre-wide work programs, each of which produced a number of activities (details below). Most of these activities were assessed within the framework of the Centre's core operations values comprising four different values: relevance, quality, efficiency and impact/effectiveness, or SMART (specific – measurable – achievable – relevant – time bound) indicators.



Annual Meeting of the Council.

These activities undertaken by the Centre are grouped by either capacity building or research and policy analysis. The former group contains five further pillars: understanding better the environment conducive to economic partnership, organizing business matchmaking and meetings, undertaking field trips and study trips, promoting creative industries, and promoting entrepreneurship development; and the latter three pillars: understanding better the issues related to economic partnership, policy dialogue, and information systems (Table 2). While it is ideal to cover all elements with specific activities from each pillar of the Centre's mandated areas, several elements have not been completed due to budgetary and competency constraints. It is also not the Centre's intention to cover all elements, as it must work along with its core competency and deepen its competitive edge, rather than expanding into new areas which have no comparative advantages.

The Centre is undergoing reform. However, it will face new realities more head-on in future. Confronted with more competition from other similar institutions, the Centre has determined to make further efforts to become a reliable and useful organization. In FY2016, the Centre introduced its strategic vision and reform principles, as well as key elements underlining these principles (Box 1). The Centre makes every effort to realize this vision.

BOX 1. STRATEGIC VISION OF THE ASEAN-JAPAN CENTRE

■ VISION

A regional center of excellence in trade, investment, tourism and exchanges of persons

■ MISSION STATEMENT

Sustainable development for ASEAN and Japan through enhancing their partnership

■ MID-TERM PLAN

While reinforcing mandated activities by the Council Meetings, the Centre assists ASEAN in implementing ASEAN 2025 as a part of the ASEAN Sectoral Ministerial Body under the AEC (ASEAN 2025, AEC Blueprint 2025, III. A. 82. iii.).

■ BASIC PRINCIPLES OF INTERVENTION

The Centre adheres to core competence and all activities undertaken are ahead of the curve and demand-driven, producing results-oriented outputs and solutions.

■ REFORM PRINCIPLES OF THE ASEAN-JAPAN CENTRE

Avoid duplication: enhancing core competence-the way the Centre can differentiate its activities from those of other agencies.

Measure the impact: establishing the SMART indicators for the effectiveness/impact, by which the Centre can explain its usefulness to stakeholders.

■ KEY ELEMENTS OF THE CENTRE'S PROGRAM

- 1) From bilateral approach to regional approach. In order to facilitate economic integration of ASEAN, the regional approach is prioritized in project formulation in cooperation with the ASEAN Secretariat and its individual Member States.
- 2) Integrated approach. The Centre combines both policy/research analysis and capacity building in undertaking projects.
- 3) From mono-disciplinary to multi-disciplinary approach. The mandated four areas of work are more integrated to produce a durable output and solution.
- 4) Narrowing the development gap. Special attention is paid to capacity building program for CLMV.
- 5) From general to sector-specific approach. Focus more on the right industries in the right timing.
- 6) Involvement of all stakeholders. Spreading benefits to all.
- 7) Knowledge-building of staff. Human resource development through training and learning

As the staff members and their institutional memories and capacities are the only assets of the Centre, the Centre has introduced a staff training program starting from this fiscal year. This training program has a series of capacity building of human resources: a web-based security training to minimize danger, a results-based management training to better understand a results-oriented culture, and improving English skills used in international organizations. These training courses are mandatory and may be offered in a more advanced manner in the following year. Other elements of training may be also considered. The Centre has also started to issue “administrative instructions” to ensure that staff members are able to work in a free and equitable environment where they can maximize their potential. These instructions now include those on personnel performance appraisal records, prohibition of harassment, and engagement in outside occupations and activities. All of these efforts are for the Centre to face a new reality and challenges, and move towards the path to a regional center of excellence in trade, investment, tourism and exchanges of people.

ADMINISTRATIVE INSTRUCTIONS ISSUED IN FY2016

Instructions	Date of issuance	Contents
Performance Management System of the ASEAN-Japan Centre	01 April 2016	<ul style="list-style-type: none"> To improve the delivery of programs by optimizing performance at all levels. To promote communication between staff members and supervisors on the goals and key results to be achieved.
Prohibition of harassment	08 March 2016	<ul style="list-style-type: none"> To ensure that all staff members are treated with dignity and respect and are aware of their roles and responsibilities in maintaining a workplace free of any form of harassment, including sexual and power harassment.
Engagement in outside occupations and activities	06 January 2017	<ul style="list-style-type: none"> To define outside occupations and activities in which staff members are not to engage without the approval of the Secretary General.

STAFF CAPACITY-BUILDING TRAINING IN FY2016

Training	Date	Details
Mandatory security training	Throughout 2017	<ul style="list-style-type: none"> To introduce the mandatory training on security to minimize risks during mission trips or work in the field as staff may be targeted and face threats to their personal safety and security.
English for international organizations	February 28 and March 30, 2017	<ul style="list-style-type: none"> To become familiar with different types of documents produced by international organizations and be able to draft such documents.
Results-based management (RBM)	March 3 and March 31, 2017	<ul style="list-style-type: none"> To become familiar with the concept of RBM, vocabulary and method of drafting results-oriented work plans and project documents.

TABLE 1. THE CENTRE'S PRODUCT PORTFOLIO, FY2016

Key areas of work	Mission
	Mandates
Technical cooperation: capacity building	Creating environment more conducive to economic partnership
	Organizing business and exchange meetings
	Undertaking field trips/study trips
	Promoting creative industries
	Promoting entrepreneurship development
Research and policy analysis	Understanding better the issues related to economic partnership
	Policy dialogue
	Information system

Note: Shaded areas are those for which the Centre has not identified any activities in FY2016.

Sustainable development for ASEAN and Japan through enhancing their partnership

Promoting trade	Promoting investment	Promoting tourism	Promoting exchange of people
- CLMV support program: Export capacity building	- High-level dialogue between ASEAN high-ranking officials and Japanese investors - Networking with Japanese investors in local cities	- Workshop on sustainable tourism: accessible tourism for BCILM and follow-up seminar - Theme-based tourism promotion	- Exchange program for youth
- Promoting trade in creative industries		- CLMV tourism promotion	
			- Exchange program for tourism professionals
- Promoting trade in creative industries			
			- ASEAN-Japan women entrepreneurs' linkage program
Multi-disciplinary study on ASEAN for sustainable development			
- Promoting service trade - Promoting new forms of trade between Japan and ASEAN	- Research and policy analysis on FDI trends in ASEAN by AJC		
Value chains, SMEs and AEC			
	- Ministerial-level policy dialogue programs for CLMV - Knowledge-building for company-strategy making process		
ASEAN Information Map			
	- Dissemination and outreach	- Outreach/Tourism P.R. activities	

**TABLE 2. RESULTS AND IMPACT HIGHLIGHTS OF WORK ACTIVITIES, FY2016:
DERIVED FROM THE PERFORMANCE APPRAISAL FRAMEWORK OF EACH MANDATED AREA**

Key areas of work		Core values	
		Relevance	Quality
Technical cooperation: capacity building	Creating environment more conducive to economic partnership	<p>Trade The CLMV support program helps private sectors in the four countries to learn the latest export knowledge necessary for competitive international trading from resource persons, government officials and other stakeholders.</p> <p>Investment High-level dialogue between ASEAN high-ranking officials and Japanese investors provides potential and existing investors with current and accurate information about investment incentives and business climate. This two-way interface between ASEAN officials and Japanese stakeholders is in line with the AEC 2025 blueprint, the dialogues aiming to maximize benefits and minimize negative effects associated with FDI into the region.</p> <p>Networking activities with Japanese investors in local cities provide a venue for ASEAN officials and Japanese potential/existing investors to share and exchange information, probable and prevailing challenges and problems with regards to related policies and environment in order to enhance the investment environment and take steps towards policy reforms, if necessary.</p> <p>Tourism Workshop on Accessible Tourism contributed to human resource development of ASEAN's tourism stakeholders.</p> <p>Exchange Understanding of ASEAN Member States among Japanese children and students was developed through Youth Exchange Program.</p>	<p>Trade Questionnaire survey from participants: over 80% of participants in both workshop and follow-up activity was satisfied by the program.</p> <p>H.E. Mr. Chhuon Dara, Secretary of State of Ministry of Commerce, Cambodia expressed his appreciation to the AJC for the supportive activities on expert capacity which is in line with the Declaration on AEC 2025, heading II and sub-heading D.4. Narrowing the development gap among the Member States.</p> <p>Investment Organized 9 bilateral dialogues of which 6 were held for Cambodia, Lao P.D.R., Myanmar, Philippines (twice) and Vietnam in Tokyo and 3 in the respective ASEAN cities for Indonesia, Thailand and Vietnam. In total attended by 2,484 participants, the dialogues were participated in by high-level ranking officials such as Philippine President Rodrigo R. Duterte, several ministers including Trade and Industry Secretary Mr. Ramon M. Lopez, Finance Secretary Mr. Carlos "Sonny" Garcia Dominguez III, Transportation Secretary Mr. Arthur P. Tugade, Public Works and Highways Secretary Mr. Mark A. Villar, Lao Minister Souphanh Keomixay, Myanmar Minister U Kyaw Win, Cambodia Minister Sok Chenda Sophea and Vietnam Vice Minister Nguyen Van Trung.</p> <p>6 bilateral networking activities conducted by Brunei (2), Malaysia (3) and Thailand (1) in local cities: Hamamatsu, Sapporo, Obihiro, Nagoya, Mie, and Fukuoka.</p> <p>Tourism Questionnaire survey from participants: All 14 participants commented that the program helped them deepen their knowledge of Japan's approach to accessible tourism and found the program very useful.</p> <p>A follow-up seminar of the workshop was organized in Kuala Lumpur for the workshop participants to further share what they learned from the program in Japan with stakeholders in Malaysia.</p> <p>Exchange Total of 12 ASEAN introductory classes were conducted at an elementary school, and 10 activities including 4 workshops were held during the ASEAN Kids Day event to introduce ASEAN culture to ASEAN and Japanese children.</p>
	Organizing business and exchange meetings	<p>Trade Participation in the Tokyo Game Show allowed ASEAN companies to exchange the latest information, technology and know-how and to do networking and sharing new ideas and designs for their products.</p> <p>Tourism Mekong Tourism Award stimulated Japanese travel companies to produce unique and quality tour products to CLMV countries.</p>	<p>Trade Exhibitor questionnaire: 96% of exhibitors were satisfied with the exhibition as a chance to introduce their products. AJC's support scored 9 out of 10 points for satisfaction.</p> <p>Tourism - Number of applications from travel agents: 26 - Media coverage: 28</p>

	Core values	
	Efficiency	Effectiveness / impact
	<p>Trade All experts from CLMV and Japan shared information and knowledge on products, safety measures, and technical specifications for their exporting products: the program could serve as a platform for CLMV countries to enhance their capacities of exports and also a means to contribute mutual prosperity for CLMV and Japan.</p> <p>Investment Not only high level officials actively partake in the dialogue (keynote speech, presentation) but there was also a close collaboration among the AJC staff and officials of ASEAN Member States. Regarding the cost performance, utilization of budget estimated is appropriated. Apart from that, the activities avoided duplication with other agencies (JETRO, CCI, etc.) However, the activities provided a chance for the AJC in mobilizing participants and the officials of ASEAN and related organizations such as JETRO, JCCI to closely collaborate in making the seminars successful.</p> <p>Tourism AJC's networking with relevant industry stakeholders helped in choosing places for site visits and designing the program to better accommodate participants' needs.</p> <p>Exchange The youth exchange program was fully supported by embassies and NTOs in Tokyo, which provided display items and national costume for children. As to ASEAN introductory classes, AJC utilized its network with ASEAN students studying in Japan asking them to assist the implementation of the program.</p>	<p>Trade 4 media coverage, and 384 participants for the program. "A guidebook for food import to Japan" was translated into Khmer and distributed to the participants. Among 50 start-up companies related to agri-products and foods participating in the workshop, 10 companies are already involved in trade with Japan.</p> <p>Investment The Dialogues provided a means of dissemination of official and direct information to 2,484 participants. In total 16 strategic policy proposals or requests were received from Japanese stakeholders such as reviewing specific investment-related policies, easing and shortening the timeframe of the M&A procedure process, and requests to organize more seminars and business matching events in the future. Out of the 16, 13 proposals and requests have been looked into by the concerned ASEAN Member States and some have taken the necessary actions, including amending and improving the M&A process.</p> <p>Tourism Strengthened networking between NTOs of Japan and ASEAN and raised awareness of SDG by lectures and site visits to accessible tourism sites in Japan and sharing how participants' home countries deal with accessible tourism. The workshop and its follow-up seminar were covered a total of 36 times by the media in ASEAN and Japan.</p> <p>Exchange The program at school has been included in the elementary school's curriculum, and the term ASEAN has become familiar to school teachers and students. The ASEAN Kids Day event was held for the third time and was covered 35 times by the media.</p>
	<p>Trade The Tokyo Game Show helped ASEAN companies to exchange the latest information, technology and know-how and to network and share new ideas and designs for their products.</p> <p>Tourism Worked closely with JATA (Japan Association of Travel Agents) and OTOA (Overseas Tour Operators Association) for smooth and effective implementation. In particular, the two organizations supported the activity by publicizing the program through e-newsletters to their members.</p>	<p>Trade 157 media clippings, 61 mission members, 682 business meeting and estimated sale of US\$ 12.8 million</p> <p>Tourism Although the number of entries remained about same as the previous year, many of them were very unique and adventurous. Some of the previous award winners also sent in entries, which proves that the award is serving as an incentive for travel companies to produce diversified tour products.</p>

**TABLE 2. RESULTS AND IMPACT HIGHLIGHTS OF WORK ACTIVITIES, FY2016:
DERIVED FROM THE PERFORMANCE APPRAISAL FRAMEWORK OF EACH MANDATED AREA**

Key areas of work		Core values	
		Relevance	Quality
Technical cooperation : capacity building	Undertaking field trips/study trips	Exchange An Exchange Program for Tourism Professionals was organized to provide an occasion for tourism professionals in Japan and ASEAN to share their experiences and knowledge and produce suggestions and possible solutions to challenges.	Exchange Invited one tourist guide from respective ten ASEAN Member States and SEATGA. Provided an occasion for tourist guides in ASEAN and Japan to exchange views and share experiences. Questionnaire by participants: All the participants reported having gained knowledge on the tourism and guiding environment in each ASEAN country and Japan. 75% of them reported having gained knowledge on the latest regulations of tour guides in ASEAN and Japan. 92% said they increased their understanding of the challenges which tour guides face in guiding in another ASEAN country. 67% of them reported having increased their tour guiding skills and abilities. Media coverage: 2 (The Manila Times on Nov. 28, 2016; Borneo Bulletin on Nov. 22, 2016)
	Promoting creative industries	Trade Mainstreaming creative industries in game applications, animation, characters in ASEAN countries through ASEAN creative network for the development of contents industry.	Trade 3 ASEAN Character Awards 2016 winners joined the Tokyo Game Show and had an opportunity to introduce their products at their own booth.
	Promoting entrepreneurship development	Exchange Supported starter women entrepreneurs in ASEAN Member States and provide an opportunity for ASEAN and Japanese woman entrepreneurs to exchange views and learn from each other (AJWELP: ASEAN-Japan Women Entrepreneurs' Linkage Program).	Exchange Number of activities: 5 Number of participating entrepreneurs: 24 Number of audiences: 77 Media coverage: 4 (The Manila Times on Dec. 20, 2016, Jan. 1, 2017, Manila Keizai Shimbun on Nov. 25, 2016, Yahoo News on Nov. 25, 2016)
Research and policy analysis	Understanding better the issues related to economic partnership	Centre-wide Establishment of an ASEAN Study Group in 2015. A multi-disciplinary research on ASEAN understands better complicated issues that ASEAN faces. Trade Understanding service industry and their products is significant for the process of services liberalization in the countries concerned and it will affect the growth of trade competitiveness of each country. New opportunities are opening up for ASEAN countries in the context of international innovation networks of transnational corporations. Investment Under the Research and Policy Analysis on FDI trends in ASEAN by AJC program, center staff members translated the ASEAN Investment Report (AIR) 2016, an ASEAN Secretariat publication, into Japanese, and conducted a seminar on it in Japanese. This is in line with the AEC 2025 blueprint on the importance of disseminating relevant information such as investment trends and statistics of ASEAN and ASEAN Member States to the Japanese business community in order to increase the FDI in ASEAN.	Centre-wide A multi-faceted and holistic approach to ASEAN as a research subject avoids duplication of other ASEAN studies which are normally tackled from a specific discipline. Trade A series of workshops in ASEAN countries on a select specific services industry was organized: 1st Seminar on "Professional Services" and "Research and Development Services" (Nov. 29-Dec. 1, 2016) 2nd Seminar on "Telecommunication Services" and "Computer Related Services" (Feb. 23-25, 2017) Five country papers for Non-Equity Mode of Trade (NEM) on Cambodia, Lao P.D.R., Malaysia, Myanmar and the Philippines were under preparation for 2017. Investment Japanese business community able to have investment related information in Japanese language. 91 percent of the participants found the translated version of the report to be useful.

	Core values	
	Efficiency	Effectiveness / impact
	Exchange Worked closely with SEATGA (Southeast Asia Tourist Guides Association) and Japan Guide Association.	Exchange Provided an occasion for tourist guides in Japan and ASEAN Member States to share challenges they face and discuss possible solutions and suggestions for themselves and their countries. Suggested and identified approaches to accelerate free movement of tourism professionals under the ASEAN MRA-TPs.
	Trade The ASEAN Character Award helped ASEAN creative industries to enjoy more business opportunities and the private sector to gain access to their Japanese counterpart.	Trade The three winners of ASEAN Character Award (Malaysia, Thailand, and Myanmar) each received a commemorative trophy.
	Exchange Collaborated with the Department of Trade and Industry of the Philippines, ASEAN Coordinating Committee on Micro, Small, and Medium Enterprises (ACCMSME), ASEAN Secretariat, ASEAN Business Advisory Council (ABAC), Go Negosyo, Asian Institute of Management (academic partner). Utilizing existing networks with relevant organizations including the ASEAN Secretariat made it easy to identify and mobilize women entrepreneurs.	Exchange Provided an opportunity for the ASEAN and Japanese entrepreneurs to exchange views. Provided new entrepreneurs an occasion to learn from successful entrepreneurs and entrepreneurs from other ASEAN Member States and Japan, and further develop possible partnerships. The number of linkages between participating entrepreneurs and enterprises as a result of business presentations was 61, enabling participants to build new networking and business opportunities, and developing connections with organizations and business partners expanded their businesses and markets. Many participants expressed their wish to continue the program in the future. Suggestions were also made as to how AJC should conduct future programs.
	Centre-wide Members of the ASEAN Study Group are not paid for their research and present their results voluntarily. Trade Government officials identified the latest issues and difficulties for services sectors and shared their views on policy suggestions at the workshop. Research/case studies/workshops on NEM focusing on ASEAN countries will be organized. Investment The Centre's staff's analytical skills can be improved, and take advantage of the work with UNCTAD and ASEAN Secretariat for the benefit of the Japanese business community in Japan in investment and regional economic integration.	Centre-wide Cooperation among different groups of people (academics, government officials, company representatives, consultants, etc.) brings out a common understanding of the issues. Trade Usefulness of each promotion measure proposed by the AJC: (average of all ten Member States: scale 1-10) Policy measures for professional services: 7.2 Policy measures for Research & Development services: 7.2 Assessment proposed by the AJC against the ASEAN 2020 ICT Masterplan: 5.6 Increase awareness of mechanism of NEM in trade. Provide policies that can fully benefit ASEAN Member States. Investment Developing the analytical capability of AJC staff members and providing the Japanese business community with information on recent trends and issues in ASEAN FDI in Japanese were achieved at the same time.



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DERIVED FROM THE PERFORMANCE APPRAISAL FRAMEWORK OF EACH MANDATED AREA**

Key areas of work		Core values	
		Relevance	Quality
Research and policy analysis	Policy dialogue	<p>Centre-wide First basic datasets on global value chains (GVCs) were generated for ASEAN as a group and its individual states.</p> <p>Investment Ministerial-level Policy Dialogue Programs for CLMV are in line with the aim of narrowing the development gap as stipulated in the AEC 2025 blueprint. It can establish and deepen relations and mutual cooperation between CLMV policy makers and Japanese stakeholders.</p>	<p>Centre-wide The new database provides new perspectives on trade and investment links between ASEAN economies and between ASEAN economies and Japan.</p> <p>Investment A majority of the participants (94 percent) evaluated the dialogues as useful and informative. Lao Minister: "The role of ASEAN-Japan Centre remains fundamentally significant in supporting the economic growth of Lao P.D.R. And the visit to Fukuoka, in my opinion, elevated the Lao-Fukuoka friendship to a greater height."</p>
	Information system	<p>Centre-wide The ASEAN Information Map contains succinct key information on macroeconomics, trade, investment, tourism and exchange of persons on ASEAN and their comparison with Japan and within ASEAN.</p> <p>Investment The most updated information relating to investment policies as well as investment environment is posted on the website to facilitate access to information for potential Japanese investors.</p> <p>Tourism Tourism brochures were reprinted and updated to provide timely information and distributed during the Centre's tourism activities.</p>	<p>Centre-wide The ASEAN Information Map was distributed to all participants at the activities that the Centre organized. Because of the relevant information it provided, the Map helped them understand better the topics that particular activities addressed. More than 8,000 copies were printed.</p> <p>Investment Information was updated regularly and translated into Japanese.</p> <p>Tourism Number of distribution to the travel trade and the general public: ASEAN Tourism Guide Map 5,739 copies ASEAN Primer Guide 2,500 ASEAN Sports & Adventure 1,350 ASEAN Event & Festival 1,488</p>

	Core values	
	Efficiency	Effectiveness / impact
	<p>Centre-wide The database was established in a joint effort with the Eora and UNCTAD.</p> <p>Investment Close collaboration between AJC and CLMV Official information transfer directly to Japanese business community. Timing and reliability of the activity conducted new information on policies. Focus on specific sector/industry.</p>	<p>Centre-wide Research papers will be produced based on the results of the new database on the distribution of value added resulting from trade, and on how investment drives patterns of value added trade.</p> <p>Investment Enhancing institutional capacities of high ranking government officials through cultivating ability and know how on formulating policy and improving services for investors. Participants - receiving direct and official information. Japanese stakeholders - opportunity to propose policy recommendations.</p>
	<p>Centre-wide Information and data contained in the ASEAN Information Map were collected by all relevant AJC staff members. Therefore, the costs are minimized.</p> <p>Investment Contents of the website were upgraded and designed to be user-friendly. The creation of new website - ASEAN database was accomplished at a minimal cost which was within the budget.</p> <p>Tourism The brochures were effectively distributed at major tourism events throughout Japan to those who were seeking ASEAN tourism information.</p>	<p>Centre-wide Obtaining key data at a glance minimized time of searching. The Map supplemented the main materials used in the activities (e.g. seminars, workshops), making an intellectual contribution and helping participants reach a conclusion about whether to trade, invest, or do tourism.</p> <p>Investment The website is for the public, so investors can access information free of charge. In 2016 approximately 250,000 visitors accessed and used investment webpages.</p> <p>Tourism Provided tourism information to the travel trade and the general public whenever useful.</p>

II. RESULTS AND IMPACT ANALYSIS

1. Trade

(a) Promoting Services Trade

(1) 1ST SEMINAR ON “PROFESSIONAL SERVICES” AND “RESEARCH AND DEVELOPMENT SERVICES”

Date:	November 29-December 1, 2016
Organizer:	ASEAN-Japan Centre
Co-organizers:	Trade Promotion Office (TPO), Commercial affairs of ASEAN Embassies in Japan / other relevant authorities / agencies of ASEAN Member States
Venue:	Seminar: ASEAN-Japan Hall Field trip: Tsukuba city, Ibaraki Prefecture
Participants:	40 government officials from 10 ASEAN Member States, 4 businesspersons from 2 Japanese private sector entities, and 2 experts from UNCTAD
Resource Person:	Professor Hikari Ishido, Faculty of Law, Politics and Economics, University of Chiba



Activities: The meeting opened with remarks by Masataka Fujita, Secretary General of AJC. He stressed the objectives of this seminar. Through better understanding, stakeholders should know what difficulties and challenges countries are facing with in professional and R&D services. In this respect, AJC provided options for government officials to consider how to overcome them. AJC also provided seminar participants with an opportunity to learn and gain capacity through a field trip. Particularly through this kind of setting, they exchanged best practices and policy options, and leaned more on each other. This contributed to the process of AEC particularly in the areas of ASEAN Framework Agreement on Services (AFAS) and ASEAN Trade in Services Agreement (ATIS).



The Secretary General, Hikari Ishido, a University of Chiba professor, delivered a keynote presentation on the two discussion papers. Professor Ishido stressed the importance of this project in the context of the 9th package, and relevance for the process of a Regional Comprehensive Economic Partnership (RECEP) Agreement. AFAS commitments are in line with WTO's general agreements on trade and services framework.

Thalerng Chanpornpong, Sojitz Corporation, and Akihiko Sasaki, Nippon Koei delivered testimonials representing Japanese private companies. On behalf of international organizations, Mina MASHAYEKHI, UNCTAD reported the current state of services negotiation in the areas of the professional and R&D services via video.

Government officials identified the latest issues and difficulties for both service sectors and shared their views on policy suggestions at the meeting, with particular attention to the two

points in formulating policies: 1) Promoting the professional services trade / R&D services trade, and 2) Maximizing benefits from, and minimizing negative effects associated with, promoting the professional / R&D services trade. The discussion involving different ministries / government organizations helped identify problems and find possible solutions for promoting the services trade.

Policies to promote professional / R&D services trade in ASEAN were also suggested by each representative from an ASEAN Member State and its summary is informed to all participants during the meeting. Evaluation of all policy recommendations was shown below:

- 1) Professional services trade Average of evaluation measures: 7.3
- 2) R&D services trade Average of evaluation measures: 7.2

Individual promotional measure proposed by the Centre is evaluated by ASEAN Member States as follows (Table A).



TABLE A. USEFULNESS OF EACH PROMOTION MEASURE PROPOSED BY THE CENTRE

Policy measures for professional services		Policy measures for R&D services	
Launching a joint pipeline project to promote trade in professionals services	6.6	Initial phase Market expansion to become the dominant thrust of government policy	6.8
Collaborating with an international/regional organization of the pipeline project	7.7		
Providing professional services across ASEAN Member States in Mode 1 while utilizing the ICT	7.4	Learning phase Creation of a public knowledge base and market expansion	7.2
Providing professional services in Mode 2 through receiving consumers from other ASEAN Member States	7.2		
Collaborating with an international /regional organization to establish a virtual company and recruit professional workers	6.4	Catch-up phase Further expansion of the public knowledge and attracting inbound foreign R&D investment	7.4
Collaborating with an international /regional organization to invite ASEAN professionals in Mode 4	7.8		
Barriers and related issues in all four modes to be identified and itemized systematically	7.4	Advanced phase Accumulation of intrafirm knowledge capital for R&D	7.3
Promoting ASEAN-wide trade in professional services in all four modes to be proposed by the project participants	7.3		
Examining Mode 4 under ASEAN MRAs by the project participants	7.2	Frontier phase Disruptive knowledge creation inside R&D firms	7.4
Promoting ASEAN-wide trade in all four mode of professional services	7.4		

Note: Scale 1-10 1: Not useful, 2: No opinion 3-10 Useful (3-5: Consider whether it is feasible); Useful (6-8: Consider undertaking, but not within reasonable time frame); Useful (9-10: Consider seriously undertaking within one year).

A field trip was made to the Research and Development (R&D) Center of Nippon Koei Co., Ltd. located in Tsukuba Science City. Shigeru Nakamura, the General Manager of the R&D Center, explained the roles of the R&D Center. Participants saw the Environmental Laboratory, the Hydraulics Laboratory and the Sol Mechanics Laboratory. The ASEAN government officials showed considerable satisfaction with this field trip arrangement.

Regarding the evaluation of the 2-day-seminar, 59% were very satisfied for both Professional and R&D papers, and 94% were satisfied with the first seminar.

Policy recommendation papers for these two sectors were uploaded onto the Centre's website in FY2016 and hard copies were distributed to the current Secretary General as well as the former Secretary General of ASEAN and other prominent stakeholders in ASEAN Member States.

(2) 2ND SEMINAR ON "TELECOMMUNICATION SERVICES" AND "COMPUTER RELATED SERVICES"

Date:	February 23-25, 2017
Organizer:	ASEAN-Japan Centre
Co-organizers:	Trade Promotion Office (TPO), Commercial affairs of ASEAN Embassies in Japan / Other relevant authorities / Agencies of ASEAN Member States
Venue:	Seminar: ASEAN-Japan Hall Field trip: Tama city, Tokyo, & Minato ward, Tokyo
Participants:	29 government officials from 10 ASEAN Member States, 2 businesspersons from Japanese private sector and 2 experts from UNCTAD
Resource Person:	Professor Hikari Ishido, Faculty of Law, Politics and Economics, University of Chiba



Activities: At the beginning of the seminar, Masataka Fujita, Secretary General of the Centre, and Professor Hikari Ishido explained the two discussion papers prepared for the seminar. The participants then reported each country's position and situation, including factors hindering trade expansion and policy measures taken pertaining to the target service sectors.

A leading Japanese telecommunication company then made a presentation on the experiences of expanding their operations to ASEAN countries. This triggered a vibrant discussion and many questions were raised from the participants, such as what kind of government policies and laws served as barriers in starting up businesses in ASEAN. UNCTAD representatives from the International Trade in Goods and Services and Commodities Division also participated in the seminar by briefing the participants on current issues on ICT and the telecommunication services trade.

Following the country group discussion, and with the ASEAN ICT Masterplan 2020 in mind, the participants concluded the seminar by presenting policy options which could potentially promote ICT services trade (Table B). The results were incorporated into the respective technical papers.

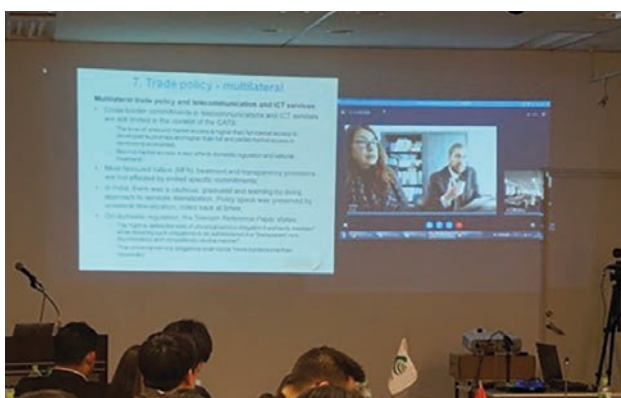


TABLE B. ASSESSMENT OF EACH PROMOTION MEASURE PROPOSED BY THE CENTRE FOR THE ASEAN 2020 ICT MASTERPLAN (AVERAGE OF ALL 10 MEMBER STATES: SCALE 1-10)

Promotional measures in telecommunication services, and computer and related services

Database construction for trade in ICT services	5.9
Addressing digital divide in the form of either Mode 2 trade or capacity building as economic cooperation	6.1
Participation of small and medium sized enterprises (SMEs)	6.4
Implementation of ICT farming	4.3

Note: Scale 1 (least satisfactory) - Scale 10 (most satisfactory).

After the seminar on the second day, the participants were brought to a state-of-the-art data center of the Japanese telecommunication company which had made a presentation earlier. At the data center, the representatives explained their technological efforts and safety measures to deliver services to their clients at any time, even in the event of unforeseen accidents, such as earthquakes. On the following day, the participants visited TEPIA (Association for Technological Excellence Promoting Innovative Advances). Machinery equipped with cutting-edge technology such as IoT, or *Internet of Things*, made particularly strong impressions on many participants.



http://www.asean.or.jp/en/prp_tr.html

(b) Non-equity mode (NEM): Promoting New Forms of Trade between Japan and ASEAN

Date:	See below
Co-organizers:	Trade Promotion Office (TPO), Commercial affairs of ASEAN Embassies in Japan / Other relevant authorities / Agencies of ASEAN Member States
Venue:	See below
Participants:	See below

Activities: In FY 2016, the Centre started to work NEM of international trade, and conceptualized the issues, including the methodology to collect data on NEM. To do that, it was necessary to gather the relevant information and do analyses of NEM which was so complex. The Centre appointed a resource person in each ASEAN Member State who could produce a country paper, including through fieldwork, and play an important role as an expert at the country seminar.

Five country papers on Cambodia, Lao P.D.R., Malaysia, Myanmar and the Philippines were under preparation for FY2017. The latest NEM-related issues will be identified and the outputs and results will be shared by all stakeholders, resulting in increasing technical awareness towards and formulating appropriate policies on NEMs in trade through a total of 10 country papers, and 10 seminars on NEM over three years.

(c) Tokyo International Game Show/ASEAN Character Award 2016

Date:	September 15-18, 2016
Organizer:	Computer Entertainment Suppliers' Association (CESA)
Co-organizers:	Nikkei Business Publications, Inc. (Nikkei BP)
Venue:	Makuhari Messe (Chiba Prefecture): Exhibition Halls 1 to 11, International Conference Halls, Event Hall
Participants:	61 persons from 24 companies from 6 ASEAN Member States and 3 winners of ASEAN Character Award from Malaysia, Thailand, and Myanmar

Activities:	Indicators	Results
	Number of times Covered by Media	157
	Number of Business Meetings	682
	Amount of Estimated Sales	US\$ 12,810,500 (US\$ 8,725,500 in Japan, US\$ 4,085,000 in ASEAN)
	Usefulness of This Exhibition for Exhibitors' Business	96%
	Client Satisfaction Rating (Exhibitors)	9.24 out of 10.0

The Centre has participated in the Tokyo Game Show for the four consecutive years since 2013 by inviting exhibitors from ASEAN Member States.

There were 24 companies from 6 ASEAN Member States: Indonesia, Myanmar, the Philippines, Singapore, Thailand, and Vietnam; and 3 winners of the ASEAN Character Award 2016. A total of 61 mission members from ASEAN took part in the activity to exchange the latest information, technology and know-how relating to the field of digital contents with potential Japanese companies.

Total number of visitors to the Show for 4 days was 271,224, which was a record high in the past 20 years. The number of visitors to ASEAN booths during business days increased by 11% (in 2016: 65,033 / in 2015: 58,615). It clearly specifies that the Show has been coming under the spotlight as one of the biggest digital content exhibitions in the world and participation in the Show is a good opportunity to meet with potential business partners.

During business days, 27 ASEAN exhibitors conducted 682 business meetings with Japanese counterparts and others, and the amount of estimated sales reached US\$12,810,500. According to the exhibitors' questionnaire, 96% of exhibitors were satisfied with the exhibition as a chance to introduce their products to new business partners.

In the 4 consecutive years of participation in the Tokyo Game Show, this is the second time for the Centre to open booths on the public days of Sep. 17 and 18. This provided an opportunity to make more people familiar with ASEAN content-related companies and their capabilities in the Japanese market.

At the time of Tokyo Game Show, the ASEAN Character Awards Ceremony and Networking Meeting with Japanese content-related companies were organized on September 17, 2016 at the same venue. For the ASEAN Character Awards which was held for the third time, a total of 3 companies (from Malaysia, Thailand and Myanmar) received the prize. They shared business information and exchanged views actively at the working luncheon after the ceremony.



(d) CLMV Support Program: Export Capacity Building

(1) EXPORT CAPACITY BUILDING IN CAMBODIA

Date:	November 29-December 1, 2016
Organizer:	ASEAN-Japan Centre
Co-organizers:	Ministry of Commerce, Cambodia / Trade Promotion Office (TPO) in CLMV / Other relevant authorities / Agencies of CLMV
Venue:	Seminar: Crystal Ballroom at Phnom Penh Hotel Field trip: Phnom Penh and Kampong Speu Province
Participants:	241 participants for 2 days seminars and 72 for a field trip: most participants were SMEs in the field of agro business and food processing.
Resource Person:	Mr. Masayuki Shibata, International Business Advisor of Association of International Business Advisors (AIBA)

Activities:	Indicators	Results
	Number of times Covered by Media	2
	Participant Satisfaction Rating	88%



This is the first time for the Centre to implement a workshop on export capacity building in Cambodia in the area of agriculture/food-related products by inviting CLMV officials and experts. The workshop was held on 25-27 October, 2016 with a total of 241 participants, and 72 participants for a field trip on 28 October, 2016.

H.E. Mr. Chhuon Dara, Secretary of State of Ministry of Commerce, Cambodia, expressed his appreciation to the Centre for the supportive activities on export capacity, which are in line with the Declaration on AEC 2025, heading II and sub-heading D.4. Narrowing the development gap among the Member States.



Group discussion was conducted during the program among the participants. Each group of Cambodia, Lao P.D.R., Myanmar and Vietnam exchanged views and comments on how to improve the export business to Japan. Various ideas and suggestions were offered to help farmers/producers gain more productive results as well as to understand food safety, and the necessity of setting up the laboratories with upgraded facilities.

All experts from CLMV and Japan shared the information and knowledge on product safety measures and technical specification for their products for export. Thus, the workshop could serve as a platform for CLMV countries to enhance their capacities of exports and also as a means of contributing to mutual prosperity for CLMV and Japan.

(2) PROGRAM OF FOLLOW-UP WORKSHOP ON TECHNICAL CAPACITY OF EXPORTING CAMBODIAN FOOD AND BEVERAGE PRODUCTS INTO JAPAN

Date:	March 30, 2017
Organizer:	ASEAN-Japan Centre
Co-organizers:	Ministry of Commerce, Cambodia
Venue:	Himawari Hotel, Phnom Penh
Participants:	143 participants

Activities:	Indicators	Results
	Number of times Covered by Media	2
	Participant Satisfaction Rating	72%

H.E. Dr. Sam Serei Rath, Under Secretary of State, Ministry of Commerce of Cambodia attended the opening ceremony and gave the opening remarks. He mentioned that this activity is important in advancing the ASEAN-Japan relationship, particularly for the implementation and development of the programs in CLMV. It is necessary to enhance the capacities of the Cambodia entrepreneurs to improve their knowledge and understanding about the Japanese market as well as to develop their products to meet the requirements of Japan. He appreciated the Centre's support program to narrow the development gap in ASEAN and to promote the sustainable economic growth of Cambodia.



At the end of the program, a ceremony to distribute the "Guidebook for food import to Japan," translated into Khmer, was conducted between the Centre and Ministry of Commerce, Cambodia.

The programs of last October 2016 and March 2017 were designed to enhance the export capacity building of Cambodian exporters and manufacturers by addressing the current issues they face. Through the programs, the Centre focused on the exchange of views among CLMV countries and Japan, and disseminated to the participants government policy-related information, first-hand knowledge on food import to Japan, as well as logistics. In FY2017, the year two of this activity will be held in Lao P.D.R. The Centre will extend its utmost possible assistance for any request, in order to get more results that make an impact, based on the experience in Cambodia.

As a result of these two activities to promote agricultural exports from Cambodia to Japan, one quarter of the participants in the export capacity building workshop in Cambodia could start or expand their export business with Japan according to a survey conducted by the Centre in mid-2017.



TABLE 3. PERFORMANCE APPRAISAL FRAMEWORK: PROMOTING TRADE

Objectives			Key Outputs	Relevance	
Organizing business and exchange meetings	Promoting trade in creative industries	<p>To provide opportunities of exchanging the latest information, technology and know-how for mutual development of stakeholders of ASEAN and Japan.</p> <p>To promote business alliances between ASEAN and Japanese companies of digital contents.</p> <p>To create new business and employment.</p>	<ul style="list-style-type: none"> The Centre participated in the Tokyo Game Show for four consecutive years since 2013 by inviting exhibitors from ASEAN Member States. This year, there were 61 participants from 24 companies from 6 ASEAN nations (Indonesia, Myanmar, the Philippines, Singapore, Thailand, and Vietnam) and 3 winners of the ASEAN Character Award 2016 from Malaysia, Thailand and Myanmar. There was a total of 271,224 visitors to the show over 4 days, which was a record-high in the past 20 years. The number of visitors during business days increased by 11% (in 2016: 65,033 / in 2015: 58,615). ASEAN Character Award to acknowledge of the potential ASEAN content industry in the Japanese market One seminar to learn current trends in the content industry 	<p>Creating and promoting of IT, digital content and related industry (such as animes, characters, games, films and carton through wide involvement of stakeholders:</p> <ol style="list-style-type: none"> 1. ASEAN Trade Promotion Organizations and Embassies in Japan (6 Member States namely Indonesia, Myanmar, the Philippines, Singapore, Thailand and Vietnam) 2. Computer Entertainment Supplier's Association (CESA) as main organizer 3. Nikkei Business Publications, Inc. (Nikkei BP) as co-organizer 4. Japan Online Game Association (JOGA) 5. Character Brand Licencing Association of Japan (CBLA) 	
	<p>"Tokyo Game Show 2016" September 15-18, 2016</p> <p>AJC's activities Sep. 15 - 16: Participation in Business days</p> <p>Sep. 17: ASEAN-Japan Networking Seminar</p>				
Promoting Creative Industries					
Creating environment more conducive to economic partnership	CLMV Support Program: Export capacity building	<p>To support CLMV countries to increase their export capacity by strengthening the product development, information sharing, the know-how and knowledge-building on export business to Japan, and contribute to achieving greater regional integration in ASEAN.</p> <p>To provide opportunities for the Cambodia exporters and manufacturers, in particular for start-up companies to learn about the market requirements in Japan such as laws and regulations for import products, logistics/transport mechanism from Cambodia to Japan and examination of product quality in laboratories.</p> <p>To address the key issues facing CLMV countries by sharing experiences on the successful cases among the participants.</p> <p>To enhance the understanding of the production system and management by the field trip to the province in Cambodia.</p>	<ul style="list-style-type: none"> Workshop This is the first time for the Centre to implement the workshop in Cambodia on agriculture/food-related products by inviting the CLMV officials and experts. Total number of participants: 241 for 2.5 day-seminar (25-27 October) 72 for field trip (28 October) Media coverage: 2 TV programs (Cambodia National TV and SEA TV) One field trip to three companies Translating and disseminating guide book Follow-up Following the workshop/training program conducted in Cambodia last October in 2016, the Centre organized a follow-up workshop to provide technical knowledge/information in terms of export business for food and agricultural products to the Japanese market. Total number of participants: 143 Media coverage: 2 TV programs (Cambodia National TV and SEA TV) 	<p>The following organizations and individuals participated in the program to disseminate the outcome not only in Cambodia but also other CLMV countries:</p> <ol style="list-style-type: none"> 1. Ministry of Commerce, Cambodia 2. Trade Promotion Organizations (TPPD of Lao, Myantrade of Myanmar, Vietrade of Vietnam) 3. Mr. Masayuki Shibata, expert of Japan 4. Mr. Somboun Saybouakeo, expert of Lao 5. Mr. Ye Myint Maung, expert of Myanmar 6. Mr. Nguyen Viet Manh, expert of Vietnam 7. Mr. Tetsushi Ako, expert of Cambodia 8. The associations and related firms (92 persons) 	
	<p>Activities 25 - 28 October 2016 in Cambodia</p> <p>- Seminar</p> <p>- Workshop</p> <p>- Field trip</p> <p>Activity 30 March 2017 in Cambodia</p> <p>- Follow-up workshop</p>				

Core values and measurements

Quality	Efficiency	Effectiveness/Impact
<p>Receiving answers of questionnaires from 27 exhibitors, the satisfaction rating was 96% (74% "Excellent" and 22% "Very satisfactory"). For the feedback on preparation arrangement, layout of the booth, interpreters and supporting from AJC staff, the average of satisfaction rating was 9.24 out of 10.0.</p>	<p>Operational budget for Tokyo Game Show was JPY 8 million and estimated sales in Japan were JPY 898 million. The resource persons for this event were AJC trade staff in coordination with Computer Entertainment Supplier's Association (CESA) as the main organizer and Nikkei Business Publications, Inc. (Nikkei BP) as co-organizer. The smaller budget brought out a relatively large impact.</p>	<p>According to the answers of questionnaires from 27 exhibitors, 682 business meetings were held and amount of estimated sales was US\$ 12,810,500 (in Japan: \$8,725,500 + in ASEAN: \$4,085,000) on 2 business days.</p> <p>The three winners of ASEAN Character Award (Malaysia, Thailand and Myanmar) each received a commemorative trophy presented by the Malaysia Ambassador, the Myanmar Ambassador and the commercial minister of Thailand stationed in Japan.</p> <ul style="list-style-type: none"> - Grand prize: "ORIGANIMALS" of Malaysia - Second prize: "Tidlom The Sky Hanger" of Thailand - Special Jury Award: "Rickshaw NaPain" of Myanmar <p>Their sales and number of clients are expected to grow. According to last year's prize winners, their sales increased 60% after the award.</p> <p>Number of media coverage with regard to our participation in Tokyo Game Show and ASEAN Character Award reached 157 (as of October 12, 2016).</p>
<p>The questionnaire survey was conducted at the end of the program. According to the answers collected from 64 participants, the satisfaction rating was 95 (78% "Excellent" and 17% "Very satisfactory") to the question on the overall program.</p> <p>The survey indicated that 84% of the participants joined the Centre's activity for the first time and their objectives were to gain more knowledge about the products development, export logistics and market requirements. The rate of achievement level was 64%.</p> <p>At the end of the program, a "guidebook for food import to Japan" translated into Khmer handing over ceremony was conducted between the Centre and Ministry of Commerce, Cambodia.</p>	<p>Synergies between the Centre and relevant agencies of host country (Cambodia)</p> <p>Operational budget: JPY6.7 million</p> <p>Human resource: AJC staff as organizer and MOC, Cambodia as co-organizer</p> <p>Other resource: Trade Promotion Organizations of LMV and experts of CLMV</p>	<p>Group discussion was conducted during the program with the participants. Each group of Cambodia, Lao P.D.R., Myanmar and Vietnam exchanged the views and comments on how to improve the export business to Japan. Various ideas and suggestions were offered for helping farmers and producers be more productive as well as for recognition of food safety, and for the necessity to set up the laboratories with upgraded facilities.</p> <p>All experts from CLMV and Japan shared the information and knowledge on products safety measures and technical specification for their exporting products.</p> <p>The workshop could serve as a platform for CLMV countries to enhance their capacities on export and also a means to contribute mutual prosperity for CLMV and Japan.</p> <p>H.E. Mr. Chhuon Dara, Secretary of State of MOC, Cambodia expressed his appreciation to the Centre for the supportive activities and contribution to the commitment to the AEC 2025 Blueprint with the aim of narrowing the development gap among the Member States.</p> <p>One quarter of participants in the Cambodia workshop could start or expand their export business with Japan according to a survey in mid-2017.</p>



TABLE 3. PERFORMANCE APPRAISAL FRAMEWORK: PROMOTING TRADE

Objectives			Key Outputs	Relevance	
Understanding better the issues related to economic partnership	<p>Promoting services trade</p> <p>(1) 1st Seminar "Professional Services" and "Research and Development Services"</p> <p>November 29- December 1, 2016 and a technical papers for each services sector</p>	<p>In view of the fact that services trade is important for further integration of ASEAN, the Centre has launched a new project featuring a special emphasis on producer services, which are an important source of competitiveness of the economy. This is a multi-year regional project that includes technical reports for seven service sectors, and seminars/ workshops for government officials and business persons of the ASEAN Member States with the aim at enhancing domestic capacities, followed by a field/study trip.</p> <p>In FY 2016, the Centre implemented two seminars for four sectors (Professional, R&D, Telecommunication and Computer) among seven services sectors to raise awareness and propose policy action to address challenges of liberalization of services trade for further integration of ASEAN Member States.</p> <p>1) The latest issues and difficulties should be identified and shared by the governmental officials and the services business sectors, with a view to contributing to the sustainable development of countries and the region;</p> <ul style="list-style-type: none"> - To better understand the importance of services trade in these two industries - To enhance domestic capacities to deal with difficulties and challenges faced by ASEAN. <p>2) The outputs of the activities will be spread and commonly shared by all stakeholders.</p>	<ul style="list-style-type: none"> • 40 officials from 10 ASEAN Member States, 4 business persons from 2 Japanese private sectors and 2 experts from international organizations participated in the first seminar to discuss possible policy recommendations for promoting professional services and R&D services in trade. • A field trip to learn good practices of R&D service sector of a Japanese private company was arranged on Dec. 1. • Background papers for the first seminar were produced for each services sector. These papers include policy recommendations that were discussed at the seminar and will be widely distributed. 	<p>1. Government officials reported the current situation of 2 services sectors in 10 ASEAN Member States through their country presentations.</p> <p>2. Government officials identified the latest issues and difficulties for both services sectors and shared their views on policy suggestions at the meeting with the particular attention to the following two points in formulating policies; 1) Promoting professional services trade / R&D services trade, and 2) Maximizing benefits from, and minimizing negative effects associated with, promoting professional/ R&D services trade respectively.</p> <p>These two points in relevance ascertained that ASEAN government officials understood better the current state of these services sectors in question and gained knowledge in formulating better policies to promote services trade.</p>	
	<p>(2) 2nd Seminar "Computer and related Services" and "Telecommunication Services"</p> <p>February 23-24, 2017 and a technical paper for each services sector</p>	<p>(2) Production of two papers and the 2nd Seminar on "Telecommunication Services" and "Computer and related Services"</p> <p>February 23-24, 2017</p> <p>One paper for each sector</p> <p>To increase trade in services under the AEC-related Agreement and promote trade in services under one of the five principles of Japan's ASEAN Diplomacy announcement.</p>	<ul style="list-style-type: none"> • 29 officials from 10 ASEAN Member States, 2 business persons from 1 Japanese private sector and 2 experts from international organization participated in the second seminar to discuss possible policy recommendations for promoting computer and related services and telecommunication services sectors. • A field trip to learn good practices of computer and related services and telecommunication services sectors of a Japanese private company was arranged on Feb. 24. • Background papers for the second seminar were produced for each service sector for the seminar. These papers include policy recommendations that were discussed at the seminar and are being distributed as technical papers. 	<p>29 ASEAN officials from relevant government agencies for 2 services sectors.</p> <p>Relevance mentioned for the first seminar was also valid for the second seminar.</p>	
	<p>Promoting new forms of trade between Japan and ASEAN</p>	<p>Promoting New Forms of Trade between Japan and ASEAN</p> <p>To provide awareness of the importance of industry and to share the latest issues and challenges of Member States and to collect data on non-equity mode</p> <p>To analyze and provide solution on the collected data</p>	<p>Preparation on 5 country papers - Cambodia, Lao P.D.R., Malaysia, Myanmar and the Philippines.</p> <p>Preparation on 3 seminars - Lao P.D.R., Myanmar, the Philippines.</p>	<p>As no data exist to ascertain the importance of none-equity modes activities, to collect data on these activities and to develop mechanisms to facilitate competitive markets are required.</p> <p>The project is multi-year project and cover all 10 ASEAN Member States in 3 years.</p>	

Core values and measurements			
	Quality	Efficiency	Effectiveness/Impact
	<p>Results of the evaluation on questionnaires based on the four-grade level rating from participants show as follows:</p> <p>1) Professional services trade paper 31% "Excellent", 60% "Very satisfactory"</p> <p>2) R&D services trade paper 26% "Excellent", 58% "Very satisfactory"</p> <p>3) The 1st Seminar itself 37% "Excellent", 57% "Very satisfactory"</p> <p>More seminars or training should be organized by AJC on specific services sectors in order to expose challenges promoting trade in specific services trade, so that ASEAN Member States could solve these challenges by collaborating within region (A representative from Myanmar).</p> <p>AJC could help facilitate coming up with harmonized guidelines of implementation of Mutual Recognition Arrangements (MRAs) in the services sector (A representative from the Philippines).</p> <p>Seminar organized by AJC in this structure is very helpful in providing a better understanding in the matter, exchanging information and experience (A representative from Vietnam).</p>	<p>Four technical papers were produced (Professional, Research & Development, Telecom, and Computer), incorporating the discussion which took place during respective seminars.</p> <p>Financial resources - Operational budget JP 12 million yen per seminar, papers and field trip. (JP 24 million yen in total)</p> <p>The content of these technical papers also become available at AJC website by downloading.</p>	<p>The discussion made by each country group consisting of different ministries / government organizations to identify problems and find possible solutions for promoting services trade and all participants evaluated each policy recommendation as to usefulness as shown below:</p> <p>1) Policy evaluation / grade of usefulness of 10 promotion measures on Professional services Trade*</p> <p>Level 9-10= 20% Level 6-8 = 68% Level 3-5 = 12%, Level 2=0, Level 1=0 Average of evaluation measures;1~10----7.2</p> <p>2) Policy evaluation / grade of usefulness of 5 promotion measures on R&D services trade*</p> <p>Level 9-10= 11% Level 6-8 = 72% Level 3-5 = 17%, Level 2=0, Level 1=0 Average of evaluation measures;1~5----8.2</p> <p>*Grade from 1 (lowest) to 10 (highest) by each representative</p> <p>Scale 1-10 1: Useless 2: No opinion 3-5: Useful (Consider whether it is feasible) 6-8: Useful (Consider undertaking, but not within reasonable time frame) 9-10; Useful (Consider seriously undertaking within one year.)</p> <p>Feedback from government officials: This seminar is very important to get knowledge of promoting services trade sectors focusing on certain specific serves sectors (representative from Cambodia)</p>
	<p>The input through the seminar and field trip was commonly shared by all stakeholders.</p> <p>Participants show as follows:</p> <p>1. Telecommunication services 47% "Excellent", 43 "Very satisfactory"</p> <p>2. Computer and related services 37% "Excellent", 53% "Very satisfactory"</p> <p>3. The 2nd Seminar itself 60% "Excellent", 30 "Very satisfactory"</p>		<p>The latest challenges and issues were identified by all participants to find possible solutions for promoting trade in respective services sectors.</p> <p>All participants made ASEAN-specific policies for the ASEAN 2020 ICT Masterplan as follows:</p> <p>Promotional Measures</p> <p>1. Database construction for trade in ICT services (5.9)</p> <p>2. Addressing digital divide in the form of either Mode 2 trade or capacity building as economic cooperation (6.1)</p> <p>3. Participation of small and medium sized enterprises (SMEs) (6.4);</p> <p>4. Implementation of ICT farming (4.3) Average of 1-4 averages (5.7)</p> <p>Note: 1 (least satisfactory) - 10 (most satisfactory)</p>
	<p>A number of country papers, seminars and policy recommendations will be presented in next two years.</p>	<p>Seminars will be organized in consultation with ASEAN Trade Promotion Organizations (TPOs) and consultants in next two years.</p>	<p>The latest NEM related issues will be identified and the input will be shared by all stakeholders.</p> <p>Increased awareness of mechanism of NEMs in trade.</p> <p>10 country papers, 10 seminars on NEM in next two years.</p>

2. Investment

A. Investment Policy Analysis for Institutional Capacities

1. HIGH-LEVEL INVESTMENT POLICY DIALOGUE BETWEEN ASEAN HIGH-RANKING OFFICIALS AND JAPANESE INVESTORS

(1) PHILIPPINE ECONOMIC FORUM

Date:	October 26, 2016
Organizer:	ASEAN-Japan Centre / Japan External Trade Organization (JETRO) / Japan-Philippines Economic Cooperation Committee / Embassy of the Philippines / Philippine Society of Japan
Supporters:	The Japan Chamber of Commerce and Industry (JCCI) / Organization for Small & Medium Enterprises and Regional Innovation, Japan (SMRJ)
Venue:	The Prince Park Tower Tokyo, Japan
No. of Participants:	1,000
Main Speakers:	<ul style="list-style-type: none">• H.E. Mr. Rodrigo R. Duterte President of the Republic of the Philippines• H.E. Mr. Ramon M. Lopez Secretary, Department of Trade & Industry• H.E. Mr. Carlos "Sonny" Garcia Dominguez III Secretary, Department of Finance• H.E. Mr. Emmanuel "Manny" Pinol Secretary, Department of Agriculture• H.E. Honorable Ernesto Pernia Director-General, National Economic and Development Authority (NEDA)

Philippine President Rodrigo Roa Duterte delivering keynote speech at the Philippine Economic Forum in Tokyo.



(2) VIETNAM DIALOGUE -SUPPORTING INDUSTRY AND FDI

Date: October 27, 2016
Organizer: ASEAN-Japan Centre / Ministry of Planning and Investment (MPI), Vietnam
Supporters: Organization for Small & Medium Enterprises and Regional Innovation, Japan (SMRJ) / Japan Chamber of Commerce and Industry (JCCI) / Embassy of the Socialist Republic of Vietnam
Venue: Bellesalle Onarimon Hall, Tokyo, Japan
No. of Participants: 129
Main Speakers: H.E. Mr. Nguyen Van Trung
Vice Minister, MPI

(3) DIALOGUE WITH LAO MPI MINISTER

Date: November 15, 2016
Organizer: ASEAN-Japan Centre / Ministry of Planning and Investment (MPI), Lao P.D.R.
Supporters: JETRO / Japan Chamber of Commerce and Industry (JCCI) / Embassy of Lao P.D.R.
Venue: Bellesalle Onarimon Hall, Tokyo, Japan
No. of Participants: 101
Main Speakers: H.E. Dr. Souphanh Keomixay
Minister, MPI

(4) PROSPECTS AND CHALLENGES FOR INDUSTRY ACCUMULATION IN MYANMAR

Date: December 9, 2016
Organizer: ASEAN-Japan Centre / Embassy of the Republic of the Union of Myanmar
Supporters: Ministry of Foreign Affairs of Japan / Ministry of Economy, Trade and Industry of Japan / JETRO / JCCI / Nippon Keidanren / SMRJ / Japan International Cooperation Agency (JICA)
Venue: U Thant International Conference Hall, United Nations University in Tokyo
No. of Participants: 230
Main Speakers: H.E. U Kyaw Win
Minister, Ministry of Planning and Finance, and Chairman, Myanmar Investment Commission

(5) HIGH LEVEL POLICY DIALOGUE ON INVESTMENT PROMOTION AND SUPPORTING ECONOMIC POLICY IN THAILAND

Date: February 13-18, 2017
Organizer: ASEAN-Japan Centre / Board of Investment (BOI)
Venue: Bangkok
No. of Participants: 14
Main Speakers: • H.E. General Prayut chan-o-cha, Prime Minister
• Ms. Hirunya Suchinai
Secretary General, BOI

(6) MOST RECENT PHILIPPINE ECONOMIC AND BUSINESS OPPORTUNITIES

Date:	February 28, 2017
Organizer:	ASEAN-Japan Centre / JETRO / Embassy of the Republic of the Philippines / The Philippine Society of Japan, Inc.
Supporters:	SMRJ / The Philippines-Japan Economic Cooperation Committee
Venue:	Imperial Hotel, Tokyo
No. of Participants:	610
Main Speakers:	<ul style="list-style-type: none">• H.E. Mr. Ramon M. Lopez Secretary, Department of Trade and Industry• H.E. Mr. Arthur P. Tugade Secretary of Transportation• H.E. Mr. Mark A. Villar Secretary of Public Works and Highways

(7) CAMBODIA INVESTMENT DIALOGUE

Date:	March 8, 2017
Organizer:	ASEAN-Japan Centre / Council for the Development of Cambodia (CDC)
Supporters:	JETRO / Royal Embassy of Cambodia / SMRJ
Venue:	Prince Park Tower Tokyo
No. of Participants:	173
Main Speaker:	H.E. Mr. Sok Chanda Sophea Minister attached to Prime Minister and Secretary General of CDC

(8) DIALOGUE WITH INDONESIA AS MARITIME NATION – FISHERIES, SEAFOOD PROCESSING

Date:	March 9, 2017
Organizer:	ASEAN-Japan Centre / Embassy of the Republic of Indonesia / Indonesia Investment Coordinating Board (BKPM)
Supporters:	JETRO Jakarta Office / Embassy of Japan in Indonesia
Venue:	Pullman Hotel, Jakarta
No. of Participants:	78
Main Speaker:	H.E. Dr. Susi Pudjiastuti Minister of Marine Affairs and Fisheries



Indonesian Minister of Marine Affairs and Fisheries, H.E. Ms. Susi Pudjiastuti, attended the dialogue held in Jakarta, Indonesia as keynote speaker.

(9) VIETNAM DIALOGUE - EQUITIZATION OF STATE-OWNED ENTERPRISES, M&A

Date:	March 13, 2017
Organizer:	ASEAN-Japan Centre / Ministry of Planning and Investment (MPI)
Supporters:	JICA / The Japan Business Association in Vietnam (JBAV) / Japanese Business Association of Ho Chi Minh City (JBAH) / JETRO Hanoi Office / Embassy of the Socialist Republic of Viet Nam
Venue:	Fortuna Hotel Hanoi
No. of Participants:	149
Main Speakers:	Mr. Nguyen Noi Deputy Director General Foreign Investment Agency (FIA), MPI

Activities: In FY2016, the Centre organized nine bilateral high-level investment policy dialogues with the objective of providing current information on investment climate and policies of the ASEAN Member States directly to the Japanese business community, including existing and potential investors. In total, 2,484 people attended the dialogues held in Japan as well as in ASEAN, namely in Bangkok, Hanoi, and Jakarta. The respective dialogues were attended by high-level ranking officials including the Philippine President Rodrigo R. Duterte and 10 ministers including Cambodian Minister Sok Chenda Sophea, Laos Minister Dr. Souphanh Keomixay and Myanmar Minister U Kyam Win as well as 2 vice ministers.

The dialogues paved the way for potential investors to explore new investment opportunities, as the participants were able to receive first-hand and official information directly. The two-way interface between high-ranking ASEAN officials and Japanese stakeholders provided the platform for direct interaction, knowledge exchanges, and sharing on investment-related information and issues.

The ASEAN Member States and the Centre co-organized the bilateral dialogues in cooperation with the relevant stakeholders, including the Japan External Trade Organization (JETRO) and the Japan Chamber of Commerce and Industry (JCCI).

The immediate outcomes generated from these dialogues were the number of proposals and requests received from the Japanese stakeholders. In total, sixteen strategic policy proposals or requests received, amongst them include reviewing specific investment-related policies, easing and shortening the timeframe of the M&A procedure process and request to organize more seminars and business matching events in the future. Out of the 16, 13 proposals and requests have been looked into by the concerned ASEAN Member States and some have taken the necessary actions, such as amending and improving the M&A process.

2. MINISTERIAL-LEVEL POLICY DIALOGUE FOR CLMV

(1) DIALOGUE WITH MPI, VIETNAM

Date: October 26, 2016
Venue: Ibaraki Prefecture, Japan
No. of Participants: 29
Main Speaker: H.E. Mr. Nguyen Van Trung
Vice Minister, MPI

(2) DIALOGUE WITH LAO MPI MINISTER

Date: November 17, 2016
Venue: Fukuoka Prefecture, Japan
No. of Participants: 68
Main Speaker: H.E. Dr. Souphanh Keomixay
Minister, Ministry of Planning and Investment



*Dialogue with Lao
Minister of Planning
and Investment,
H.E. Dr. Souphanh
Keomixay in Fukuoka*

(3) DIALOGUE ON RECYCLING SYSTEM IN JAPAN WITH MINISTER FOR PLANNING AND FINANCE

Date: December 8, 2016
Venue: Kanagawa Prefecture, Japan
No. of Participants: 10
Main Speaker: H.E. U Kyaw Win
Minister of Planning and Finance and
Chairman of Myanmar Investment Committee

(4) DIALOGUE ON FOOD VALUE CHAIN IN MYANMAR

Date: February 15, 2017
Venue: Mandalay, Myanmar
No. of Participants: 154
Main Speaker: H.E. U Aung Naing Oo
Secretary of Myanmar Investment Committee and
Director General of Ministry of Planning and Finance

(5) DIALOGUE ON LAO INVESTMENT ENVIRONMENT IN BANGKOK

Date: February 28, 2017
Venue: Bangkok
No. of Participants: 88
Main Speaker: Dr. Kikeo Chanthabouly
Vice-Minister, Ministry of Planning and Investment

(6) DIALOGUE WITH COUNCIL FOR THE DEVELOPMENT OF CAMBODIA (CDC)

Date: March 9, 2017
Venue: Hiroshima Prefecture, Japan
No. of Participants: 21
Main Speaker: H.E. Mr. Sok Chenda Sophea
Minister attached to Prime Minister and
Secretary General of CDC



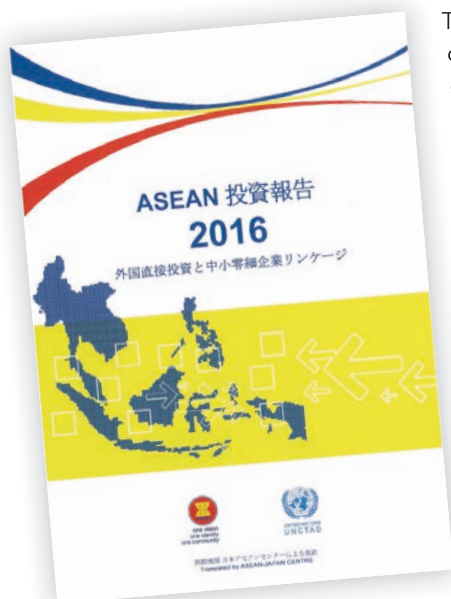
*Dialogue with
H.E. Mr. Sok Chenda Sophea, Cambodia
Minister and Secretary
General of Council
for Development of
Cambodia.*

Activities: With the objective of narrowing the development gap, the Centre allocated additional resources specifically for the less-developed ASEAN-4 to organize bilateral policy dialogues focusing on specific investment policies for sustainable development. Out of the six dialogues attended by 370 participants, four were conducted in local cities in Japan and the remaining two in ASEAN cities, namely Mandalay and Bangkok. The dialogues were held among the individual ASEAN-4 ministers, Japanese government officials and business-related people. The ASEAN officials and Japanese stakeholders evaluated the dialogues as useful and informative as they provided the opportunity to engage in open discussion on investment related issues in a specific sector or industry.

The Centre co-organized the bilateral dialogues with the respective ASEAN Member States and relevant stakeholders, including the local prefectural government agencies and institutions.

The policy proposals or requests received from the Japanese stakeholders during the respective ministerial dialogues are considered as the immediate outcomes for this program. In total, four policy proposals or requests were received from the Japanese stakeholders for Lao P.D.R., Myanmar (2) and Vietnam. There were amendments to the procedural process related to importation of food products into Myanmar, more high-level exchanges, easing of visa regulations, and developing the sewerage and water supply system. Actions have been taken on three while deliberation is still ongoing on one of the issues related to visa regulation.

3. RESEARCH AND POLICY ANALYSIS ON FDI TRENDS IN ASEAN BY AJC



Japanese version of ASEAN Investment Report (AIR) 2016.

The main objective of the program is to inform the investment stakeholders on recent trends and issues in ASEAN FDI, while developing the analytical capacity of staff members. In these contexts, the Centre has translated, for the first time and with special permission from the ASEAN Secretariat, an ASEAN Secretariat publication entitled “ASEAN Investment Report (AIR) 2016” into Japanese.

The translated AIR 2016 report was distributed to the relevant Japanese stakeholders including academics and institutions as well as to ASEAN Embassies in Japan. Additionally, the Centre organized a seminar introducing the report in Tokyo. The seminar participants’ feedback was indeed positive; ninety-one percent of the participants found the report to be useful. Sixty-one percent of the participants mentioned that they had not been aware of the report being published annually by the ASEAN Secretariat. Thus, the participants commended the Centre’s efforts of translating the report into Japanese.

B. Knowledge-Building for Company-Strategy Making Process

1. NETWORKING WITH JAPANESE INVESTORS IN LOCAL CITIES, JAPAN

(1) THAILAND NETWORKING WITH JAPANESE INVESTORS AND ORGANIZATIONS IN HAMAMATSU

Date: October 6-7, 2016
Venue: Hamamatsu City, Shizuoka Prefecture, Japan
Participant: Board of Investment (BOI), Tokyo

(2) MALAYSIA NETWORKING WITH JAPANESE INVESTORS IN NAGOYA

Date: February 6-8, 2017
Venue: Nagoya City, Aichi Prefecture, Japan
Participant: Malaysian Investment Development Authority(MIDA), Tokyo Office

(3) MALAYSIA DIALOGUE AND NETWORKING RECEPTION IN SAPPORO AND OBIHIRO



Date: February 20-21, 2017
Venue: Sapporo City and Obihiro City, Hokkaido, Japan
Participant: Malaysian Investment Development Authority (MIDA), Tokyo Office

Networking in local cities, Japan: MIDA Tokyo conducted networking and dialogue Japanese companies in Obihiro, Hokkaido.

(4) MALAYSIA NETWORKING WITH JAPANESE INVESTORS IN MIE PREFECTURE

Date: March 6-8, 2017
Venue: Mie Prefecture, Japan
Participant: Malaysian Investment Development Authority (MIDA), Tokyo Office

(5) BRUNEI NETWORKING WITH JAPANESE INVESTORS IN SAPPORO

Date: March 16-17, 2017
Venue: Sapporo City, Hokkaido, Japan
Participant: Embassy of Brunei Darussalam in Tokyo

Networking in local cities, Japan: Brunei Ambassador to Japan, H.E. Mrs. Kamilah Hanifah at a local farming and food packaging company in Sapporo, Hokkaido.



(6) BRUNEI NETWORKING WITH JAPANESE INVESTORS IN FUKUOKA

Date: March 27-28, 2017
Venue: Fukuoka City, Fukuoka Prefecture, Japan
Participant: Embassy of Brunei Darussalam in Tokyo

Activities: Under this program, six bilateral networking activities were conducted between ASEAN Member States and Japanese stakeholders including potential investors and supporting organizations in local cities namely Hamamatsu, Nagoya, Sapporo, Obihiro, Mie, and Fukuoka. The activities were considered useful and informative for both sides whereby exchange and sharing of information related to problems, challenges and recommendations, latest investment policy and business environment were laid out and discussed extensively. Additionally, close linkages were forged between officials and Japanese stakeholders at the outset.

Under this program, six requests were received from the Japanese side during the networking sessions as immediate outcomes such as collaboration projects in specific sectors, more networking activities and advice on expansion plans. Several follow-up meetings have been conducted since these networking events.

2. ASEAN REGIONAL PROGRAMS

(1) ASEAN ECONOMIC COMMUNITY FORUM

Date: June 1, 2016
Organizer: ASEAN-Japan Centre / Japan External Trade Organization (JETRO), Osaka / Osaka CCI / Kansai Economic Federation (Kankeiren) / Consulate General of Vietnam in Osaka
Venue: Osaka University Nakanoshima Center, Japan
No. of Participants: 127
Main Speaker: H.E. Mr. Le Luong Minh
Secretary General, ASEAN



ASEAN Secretary General H.E. Le Luong Minh delivering keynote speech at the ASEAN Economic Community Forum in Osaka.

(2) TOWARD THE ASEAN 50TH ANNIVERSARY SYMPOSIUM (I) – M&AS AND LOCAL BUSINESS GROUPS IN ASEAN

Date: August 25, 2016
Organizer: ASEAN-Japan Centre
Venue: Tokyo, Japan
No. of Participants: 310
Main Speakers:

- Mr. Shogo Kimura
Director, Deal Advisory, M&A, KPMG FAS Co., Ltd.
- Mr. Toshifumi Iwaguchi
President
RECOF DATA Corporation



*Toward the ASEAN 50th
Anniversary Symposium:
M&As and Local Business
Groups in ASEAN.*

(3) TOWARD THE ASEAN 50TH ANNIVERSARY SYMPOSIUM (II) – SOCIO-ECONOMIC CHANGE

Date: September 14, 2016
Organizer: ASEAN-Japan Centre
Venue: Tokyo, Japan
No. of Participants: 231
Main Speakers:

- Dr. Keiichiro Ohizumi
Japan Research Institute, Limited (JRI)
- Dr. Masaaki Okamoto
Associate Professor, Center for Southeast Asian Studies, Kyoto University

(4) TOWARD THE ASEAN 50TH ANNIVERSARY SYMPOSIUM (III) – TRADE AND ECONOMIC INTEGRATION

Date:	September 20, 2016
Organizer:	ASEAN-Japan Centre
Venue:	Tokyo University, Japan
No. of Participants:	183
Main Speakers:	<ul style="list-style-type: none">• Professor Akifumi Kuchiki, Nihon University Guest Researcher, Institute for International Trade and Investment (ITI)• Mr. Toshiki Takahashi Researcher, ITI• Mr. Takeomi Yoshioka Researcher, ITI

(5) TOWARD THE ASEAN 50TH ANNIVERSARY SYMPOSIUM (IV) – ASEAN-JAPAN RELATIONS AND REGIONALISM OF ASEAN

Date:	October 7, 2016
Organizer:	ASEAN-Japan Centre
Venue:	Tokyo, Japan
No. of Participants:	179
Main Speakers:	<ul style="list-style-type: none">• Dr. Mie Ohba Professor, Tokyo University of Science• H.E. Mr. Kazuo Sunaga Ambassador of Japan to ASEAN• H.E. Mr. Bansarn Bunnag Chairperson of ASEAN Committee in Tokyo Ambassador of Thailand to Japan

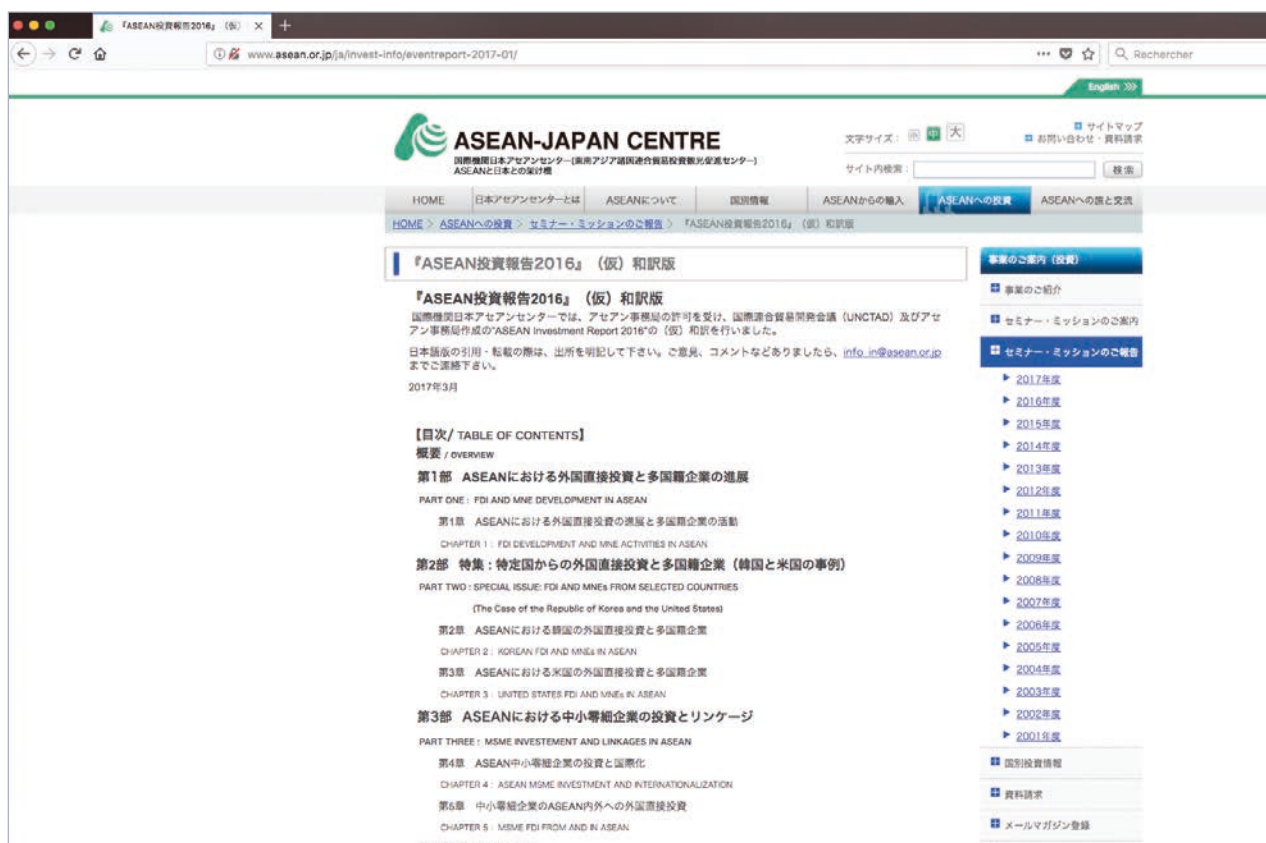
Activities: Besides bilateral programs, the Centre also implemented regional programs. Four symposiums under the ambit of “Towards ASEAN 50th Anniversary” were organized. These symposiums are pre-events to commemorate the 50th anniversary of the establishment of ASEAN in 1967. A networking reception was held as the closing ceremony of the pre-celebration to commemorate the 50th anniversary of establishment of ASEAN, hosted by the then-chairperson of the ASEAN Committee in Tokyo (ACT) at the ASEAN-Japan Hall. The last event was a testimony of the close collaboration between the ASEAN-Japan Centre and ACT. A forum on the ASEAN Economic Community was conducted in Osaka participated by the Secretary General of ASEAN.

Additionally, as part of our efforts to further heighten the awareness of ASEAN, the Centre organized a series of twenty-eight lectures at the ASEAN-Japan Hall. The lecture series, which attracted 3,002 participants, provided a venue for various experts to present a wide range of topics. Topics of interest among others include logistics, taxation, market, human resources, legal systems, and monetary policy.

The lecture series are highly valued by the participants as they are organized in a timely manner and the topics are current as well as demand-driven.

3. DISSEMINATION AND OUTREACHING

The website and publications are also a vital part of the Centre's outreaching activities. The Centre periodically updates and checks the investment information website to ensure that the information therein is accurate, valid, and current. Some of this information, such as investment related laws and regulations and list of industrial parks, is readily available in Japanese for the benefit of the Japanese business community (link: <http://www.asean.or.jp/en/invest/about/invests/>).



Japanese version of ASEAN Investment Report 2016 readily available online at AJC website.

In FY2016, the number of hits to the investment related webpages reached more than 245,000, five times more than in the last fiscal year. This demonstrates that ASEAN remains relevant as a potential investment destination for the Japanese business people.

As noted, the Centre has published the Japanese version of the ASEAN Investment Report (AIR) 2016, an ASEAN Secretariat publication for the benefit of the Japanese business community in Japan. The report is available online at the Centre's website (link: <http://asean.org/storage/2016/09/ASEAN-Investment-Report-2016.pdf>).

Additionally, the lecture series by the staff members of the Centre formed an important component of the Centre's outreach efforts to provide information on ASEAN to Japanese participants including Japanese business community in Tokyo and local cities in Japan. The lectures were organized in collaboration with local prefectural government offices and institutions.

The lecture series program consisted of presentations by the Centre's staff on topics related to ASEAN in smaller groups upon request. Hence, in FY2016, eight lectures were organized with 548 participants. This lecture series demonstrates the continuous interest and demand of

Japanese participants eager to learn about ASEAN. At the same time, it is an opportunity for the Centre to raise its profile and presence as well as to promote its activities to Japanese participants, including potential investors and local prefectural officials. It also provides a chance for the Centre to establish a good rapport and collaboration with local prefectural officials outside of Tokyo.



One of eight lectures conducted by the Centre's staff

* * *

The complete list of all of these investment activities can be found in Annex C: "FY2016 Investment Related Activities."

TABLE 4. PERFORMANCE APPRAISAL FRAMEWORK: INVESTMENT

Objectives			Key Outputs	Relevance	
Creating environment more conducive to economic partnership	Investment Policy Analysis for Institutional Capacities: High-level dialogue between ASEAN high-ranking officials and Japanese investors	Enhancing institutional capacity building through organizing dialogues with Japanese business community to learn about industrial policies and expectation by Japanese potential/existing investors.	<p>Organized 9 bilateral dialogues of which 6 were held for Cambodia, Lao P.D.R., Myanmar, Philippines (2 times) and Vietnam in Tokyo and 3 in the respective ASEAN cities for Indonesia, Thailand and Vietnam. In total attended by 2,484 participants.</p> <p>Excerpt from the report submitted to AJC: <i>"Since applicants for the Forum far exceeded the capacity of the venue within only two days after the announcement release, the organizers, prior to the event, were obliged to cut it down to the original target of 1000."</i> - Office of the Commercial of Counsellor, Embassy of the Republic of the Philippines on the Philippine Economic Forum participated by the Philippine President together with the ministers and high-ranking officials.</p> <p>The respective dialogues were participated in by high-level ranking officials such as Philippine President Rodrigo R. Duterte, several ministers including Trade and Industry Secretary Mr. Ramon M. Lopez, Finance Secretary Mr. Carlos "Sonny" Garcia Dominguez III, Transportation Secretary Mr. Arthur P. Tugade, Public Works and Highways Secretary Mr. Mark A. Villar, Lao Minister Souphanh Keomixay, Myanmar Minister U Kyaw Win, Cambodia Minister Sok Chenda Sophea and Vietnam vice minister Nguyen Van Trung.</p>	<p>1. Two-way interface between ASEAN officials and Japanese stakeholders. In line with the AEC 2025 blueprint, the dialogues aim to maximize benefits and minimize negative effects associated with FDI into the region.</p> <p>2. Knowledge exchange and sharing so that the high-level officials of ASEAN could convey information and at the same time learn and understand the intention of Japanese investors including SMEs with regards to respective industrial and investment policies (as well as the incentives and business climate) of ASEAN Member States.</p>	

Core values and measurements

	Quality	Efficiency	Effectiveness/Impact
	<p>In general, over 90 percent of the participants commented that the dialogues were informative and useful.</p> <p>Lao Minister: "The role of ASEAN-Japan Centre remains fundamentally significant in supporting the economic growth of Lao P.D.R."</p>	<ol style="list-style-type: none"> 1. Close collaboration between AJC and ASEAN Member States. 2. Official information transfer directly to Japanese business community. 3. Timing and reliability of the activity conducted - new information on policies. 4. Focus on specific sector/ industry. 5. Other resource: Notification notice through Centre's website and email magazine. 	<p>Beneficiaries: Varies from one dialogue to another -</p> <ol style="list-style-type: none"> i. Participants - receiving direct and current information. Opportunity for the Japanese stakeholders to propose policy recommendations to ASEAN officials. ii. ASEAN Officials - gathering of comments or proposals from Japanese stakeholders for their consideration towards amending/improving related policies and incentives. <p>Immediate outcomes:</p> <p>In total 16 strategic policy proposals or requests were received from Japanese stakeholders such as reviewing specific investment-related policies, easing and shortening the timeframe of the M&A procedure and request to organize more seminars and business matching events in the future. Out of the 16, 13 proposals and requests have been looked into by the concerned ASEAN Member States and some have taken the necessary actions respectively and individually, amongst them include amending and improving the M&A process.</p> <p>Potential benefits of FDI - An important instrument for economic development:</p> <ol style="list-style-type: none"> 1. FDI derivative - Setting up/establishing affiliated companies and industries - Creation of employment (more jobs opportunities). 2. Higher productivity of domestic firms through access of new ideas, technologies and organizational skills - either through direct exposure to overseas markets or inward investors, or indirectly knowledge transfer. <p>AJC could also be a beneficiary - exposure of the Centre's presence.</p> <p>Project Effectiveness:</p> <p>Excerpt from the reports submitted to AJC - <i>"The High popularity of the new President has heightened the awareness of the Philippines and spread it widely all over Japan even to the non-business average people."</i> <i>"Close and friendly ties were established between the Philippines Governments' new top officials and the Japanese counterparts."</i> <i>"Overall idea of the Government's approach to the economic development of the country was conveyed to the participants in the Economic Forum."</i> - Office of the Commercial Counsellor, Embassy of the Republic of the Philippines on the Philippine Economic Forum participated by the Philippine President together with the ministers and other high-ranking officials.</p>



TABLE 4. PERFORMANCE APPRAISAL FRAMEWORK: INVESTMENT

Objectives			Key Outputs		
				Relevance	
Policy Dialogue	Investment Policy Analysis for Institutional Capacities: Ministerial-Level Policy Dialogue Programs for CLMV	<div>1. For (Ministerial-rank) CLMV officials to obtain direct information on the perception of Japanese investors regarding their respective investment policies, and to gain valuable insights on the needs and requirements of potential/existing investors.</div> <div>2. To develop/strengthen CLMV's capabilities in formulating better policies for sustainable development and narrowing the development gap among ASEAN Member States.</div>	<div>Organized 6 bilateral dialogues in local cities; Ibaraki, Fukuoka, Kanagawa and Hiroshima and in ASEAN cities namely Mandalay and Bangkok.</div> <div>The bilateral dialogues were participated in by Cambodia Minister Sok Chenda Sophea, Lao Minister Souphanh Keomixay, Myanmar Minister U Kyaw Win, Vietnam Vice Minister Nguyen Van Trung, Lao Vice Minister Dr. Kikeo Chanthabouly and Myanmar Investment Commission Secretary U Aung Naing Oo.</div>	<div>1. In line with the aim of narrowing the development gap as stipulated in the AEC 2025 blueprint.</div> <div>2. Knowledge transfer and insitutional capacities for CLMV government officials.</div> <div>3. Establish and deepen relations and mutual cooperation between CLMV officials and Japanese stakeholders.</div>	
	Creating environmnet more conducive to economic partnership	Knowledge-Building for Company Strategy-Making Process: Networking with Japanese investors in local cities	<div>1. Outreach activity: To provide current information where ASEAN information has not spread enough and disseminate it directly.</div> <div>2. To provide new company strategy to Japanese business community in local cities with sharing official information and updates particularly on investment climate of ASEAN Member States.</div> <div>3. To foster networking between government officials of ASEAN and Japan including prefectural cities, business associations and agencies responsible for investment promotion.</div>	<div>6 bilateral networking activities conducted by Brunei (2), Malaysia (3) and Thailand(1) in local cities; Hamamatsu, Sapporo, Obihiro, Nagoya, Mie and Fukuoka respectively.</div>	<div>1. Increase FDI into ASEAN - Through networking, it provide the opportunity for ASEAN to appeal to potential Japanese investors to invest in ASEAN.</div> <div>2. Information sharing and exchange - Provide the avenue for ASEAN officials and Japanese potential/ existing investors to share and exchange information, probable and prevailing challenges and problems with regards to related policies and environment in order to enhance the investment environment and take steps towards policy reforms, if necessary.</div>

Core values and measurements

	Quality	Efficiency	Effectiveness/Impact
	<p>Majority of the participants (94 percent) evaluated the dialogues as useful and informative.</p> <p>Lao Minister: <i>"The role of the ASEAN-Japan Centre remains fundamentally significant in supporting the economic growth of Lao P.D.R. And the visit to Fukuoka, in my opinion, elevated the Lao-Fukuoka friendship to a greater height."</i></p>	<ol style="list-style-type: none"> 1. Close collaboration between AJC and ASEAN-4. 2. Official information transfer directly to Japanese business community. 3. Timing and reliability of the activity conducted - new information on policies. 4. Focus on specific sector/ industry. 5. Other resource: Notification notice through Centre's website and email magazine. 	<p>Beneficiaries - i. Enhancing institutional capacities of high ranking government officials through cultivating ability and know how on formulating policy and improving services for investors. ii. Participants - receiving direct and official information. Japanese stakeholders - opportunity to propose policy recommendations.</p> <p>Immediate outcomes: In total 4 policy proposals or requests were received from the Japanese stakeholders for Lao P.D.R., Myanmar (2) and Vietnam. There were amendments to the procedural process related to importation of food products into Myanmar, more high-level exchanges, easing of visa regulations and developing the sewerage and water supply system. Actions have been taken on 3 while deliberation on remaining one is still ongoing, specifically on the issue of visa regulation.</p>
	<p>Networking participants - commented that the discussion was useful, timely and informative. Moreover, they expressed their appreciation for the opportunity to establish links /reconnect with the Member State's officials.</p> <p>Member State's officials - viewed the discussion as good opportunity to exchange opinion to exchange opinion over potential business expansion in Member State. The officials were able to convey directly the investment policies and business environment and gather views, comments, proposals and recommendations from the Japanese side.</p>	<ol style="list-style-type: none"> 1. Synergies between AJC and relevant agencies of ASEAN Member States and Japan. 2. ASEAN officials visiting Japanese corporations and industries to directly discuss on FDI potential and cooperation (establishing joint partnership). 3. Establish official links between ASEAN officials and relevant governmental agencies, business associations in Japan particularly in local cities. 	<ol style="list-style-type: none"> 1. Beneficiaries: i. Japanese business community in local cities - receiving direct and official information. The opportunity to share and discuss on the problems and challenges (probable/existing) as well as suggestions. ii. ASEAN officials - Opportunity to share current and official information directly and to gather information on problems and challenges encountered by existing /potential investors. 2. Establish official links between government officials, business associations and relevant agencies of ASEAN and Japan. They could share the networks among them should they or others consider/decide to invest. 3. Spin off effect - should there be FDI, this hopefully will impact the economic and social development of the Member State. 4. The foreign companies could trigger/support (direct/indirect) SME development (encouraging domestic companies to expand locally/abroad). 5. The foreign investors could play a part in ensuring inclusive and equitable quality education and promote lifelong learning opportunities for all. Hiring capable and skill workforce - Developing skills and provide quality education (technical, vocational and tertiary). <p>Project Effectiveness: Excerpt from the reports submitted to AJC <i>"Able to provide update policy information directly to the supporting organizations, assisting business expansion of local companies to Thailand as well as to the potential investors."</i> <i>"The concerns and inquiries received from the attendees will be shared with Headquarter of BOI in Bangkok to nurture and adjust investment promotion policy and future promotional activities, too."</i> - Office of Economic and Investment Affairs, Royal Thai Embassy on Networking with Japanese Investors and Organizations held in local city in Japan.</p> <p>Immediate outcomes: In total, 6 requests received from Japanese side during the respective networking sessions such as collaboration project in specific sector, more networking activities and advices on expansion plans. Several follow-up meetings have been conducted since the activities.</p>



TABLE 4. PERFORMANCE APPRAISAL FRAMEWORK: INVESTMENT

Objectives			Key Outputs	Relevance	
Understanding better the issues related to economic partnership	Investment Policy Analysis for Institutional Capacities: Research and Policy Analysis on FDI trends in ASEAN by AJC	<ol style="list-style-type: none"> 1. To develop the expertise and analytical skills of the Centre's staff on FDI related issues. 2. To raise the Centre's name in the area of investment analysis regionally. 	<p>Centre's staff members translated the ASEAN Investment Report (AIR) 2016, an ASEAN Secretariat publication into Japanese language.</p> <p>The Japanese version of the report is available on the AJC website.</p>	<ol style="list-style-type: none"> 1. Development of expertise and analytical skills - Translation are done by the Centre's staff. 2. In line with AEC 2025 blueprint on the importance of disseminating relevant information such as investment trends and statistics of ASEAN and ASEAN Member States to Japanese business community in order to increase the FDI in ASEAN. 	
		<p>To disseminate information, promote and create awareness on ASEAN regional economic integration (ASEAN Economic Community).</p> <p>To provide the latest information to Japanese business community on ASEAN Economic Community and topic specific information such as logistics, taxation, market, human resources, environment, ICT, halal and sustainable development, as well as comprehensive program including all the elements. These events take place at the ASEAN-Japan Hall.</p>	<p>Organized 4 symposiums under the ambit of "Toward ASEAN 50th Anniversary Symposium Series." Topics were M&A and Local Business Groups, Socio-Economic Changes, Trade and ASEAN-Japan Relations and Regionalism of ASEAN. All the symposiums were held in Tokyo. They were well attended, with a total of 903 participants.</p> <p>127 participants attended the ASEAN Economic Community Forum in Osaka.</p> <p>28 topical lecture series were held at ASEAN-Japan Hall with 3,002 participants.</p>	<ol style="list-style-type: none"> 1. Latest information directly transferred to the Japanese business community. 2. Opportunity to provide the information topic by topic based on the requests and feedbacks from past participants and on the relevancy and timing of the issues. 	
		<ol style="list-style-type: none"> 1. To provide current information on investment policies, opportunities, incentives and advantages of investing in ASEAN Member States through the AJC's website and publication. 2. Publication of investment-related materials of ASEAN Member States in Japanese language. 	<p>Disseminating update and current information on investment-related information of ASEAN Member States.</p> <p>Publication of ASEAN Investment Report 2016 in Japanese - 800 copies.</p> <p>The Centre funded printing of investment related publications of ASEAN Member States (Indonesia, Malaysia, Philippines and Thailand) for distribution to Japanese business community in Japan.</p>	Information provision - dissemination of relevant information on the investment incentives, business conditions and environment.	

Core values and measurements

	Quality	Efficiency	Effectiveness/Impact
	<p>Japanese business community able to have investment related information in Japanese language.</p> <p>91 percent of the Japanese participants found the translated version of the report to be useful.</p>	<ol style="list-style-type: none"> 1. The Centre's staff's analytical skills can be improved. 2. To take advantage of the work with UNCTAD and ASEAN Secretariat for the benefit of the Japanese business community in Japan in the area of investment and regional economic integration. 	<ol style="list-style-type: none"> 1. First step in developing the analytical capability of AJC staff members. 2. Providing Japanese business community with information on recent trends and issues in ASEAN FDI in Japanese language.
	<p>On average, almost 90 percent of the participants commented the symposiums useful and informative.</p> <p>For the lecture series, majority of the participants (over 95 percent) valued the lectures as useful and timely.</p> <p>The respective events were among others participated by ASEAN Secretary General H.E. Mr. Le Luong Minh, Ambassador of Japan to ASEAN H.E. Mr. Kazuo Sunaga and ACT Chair H.E. Mr. Bansarn Bunnag (Thai Ambassador to Japan).</p>	<ol style="list-style-type: none"> 1. Close collaboration between AJC and the ASEAN Member States. 2. Official information transfer directly - reaching out to Japanese business community. 3. Timing and reliability of the activity conducted - new information on policies. 4. Avoiding duplication of the activity conducted by other agencies - By focus on specific sector/industry and new policy information. 5. Cost performance of organizing the activities at ASEAN-Japan Hall. 	<ol style="list-style-type: none"> 1. Official information transfer directly to the Japanese business community. 2. Raise awareness of Japanese towards ASEAN. Participants included decision-makers in the government and private sector.
	<p>Japanese business community able to have much needed investment related information in Japanese.</p> <p>91 percent of those attended the briefing on the ASEAN Investment Report 2016 found the translated version to be useful.</p>	<ol style="list-style-type: none"> 1. Notification notice of new publication (business guidebooks, newsletter etc) through the Centre's Website and Email magazine. 2. Cost performance of maintenance of website - involve smaller budget with utilisation of end-users (reaching out to as many stakeholders). 	<p>Beneficiaries - Japanese business community - provision of information (publication) in Japanese language.</p> <ol style="list-style-type: none"> 1. Through the Centre's publication and Website. 2. Email Magazine - Investment Unit (Trade and Investment Division) has its own email magazine subscribers (at present, more than 14,800).

3. Tourism

(a) Technical Workshop on Accessible Tourism for BCILM

Date: October 24-29, 2016
Organizer: ASEAN-Japan Centre
Venue: Tokyo / Toba City, Mie Prefecture
Participants: Experts including Mr. Naohiro Fukawa, Director, Mile Post Consultants, Inc.; Mr. Hideto Kijima, Representative, Japan Accessible Tourism Center; Mr. Yuhei Sugawara, Chief Official, Tourism Industry Division, Japan Tourism Agency, Ministry of Land, Infrastructure, Transport and Tourism; Mr. Shigeo Komada, Ministry of Land, Infrastructure, Transport and Tourism; Mr. Daiji Teshigawara, Executive Manager of Themed Travel Department Universal Design Travel Center, Club Tourism; Mr. Harunobu Saito, Director for Paralympic Games, Bureau of Tokyo 2020 Olympic and Paralympic Games Preparation, Tokyo Metropolitan Government; Ms. Miki Tamura, Director, Accessible Travel Japan; Mr. Hisashi Yamaguchi, President, TIC Travel Center Co., Ltd.; and Mr. Nobuaki Yamauchi, Assistant Director and Team Leader, Tourism Bureau, International Tourism Promotion Division, Mie Prefectural Government

Number of participants from BCILM: 14



Activities: Invited management-level tourism stakeholders from Brunei Darussalam, Cambodia, Indonesia, Lao P.D.R., and Malaysia to attend the workshop in Japan. After a series of lectures and site visits in Tokyo on the cases of Japan's accessible tourism and the latest information on Japan's outbound tourism market, the participants visited Toba city in Mie Prefecture to study the local community's efforts to make an accessible environment for tourists and residents. The group also paid a courtesy call to the Japan Tourism Agency to exchange views on the tourism situation in Japan and respective ASEAN countries.

As a result of the workshop in FY2016, 19 measures were taken to improve accessible tourism practices in the relevant countries. These measures include more frequent meetings with stakeholders on the issue, and adopting a collaborative process among stakeholders to enhance the accessible tourism environment.



(b) Tourism Promotion Seminar in Myanmar

Date: March 28, 2017
Organizer: ASEAN-Japan Centre
Co-organizers: The Ministry of Hotels and Tourism Myanmar /Myanmar Tourism Federation
Venue: Novotel Yangon MAX, Yangon, Myanmar
Participants:

- Experts including U Kyaw Min Htin, Myanmar Tourism Federation; and Mr. Takahiko Ohata, Chairman of the Overseas Tour Operators Association of Japan
- Open Forum Panels consisted of: Mr. Ye Tun Oo, Union of Myanmar Travel Association; Mr. Takahiko Ohata, Chairman, the Overseas Tour Operators Association of Japan; Mr. Zeyar Myo Aung, Director, Directorate of Hotels and Tourism; and Mrs. Khin May Myint, Japan Tourism Promotion Committee

Number of participants: 40

Activities: The Centre organized a seminar on the Japanese outbound travel market for tourism stakeholders in Myanmar entitled “Tourism Promotion Seminar in Myanmar - How to captivate Japanese quality tourists to Myanmar.” A tourism expert from Myanmar spoke about new tourism attractions and destinations to entice Japanese tourists to Myanmar, while an expert from Japan presented the latest information on Japanese luxury travelers.



(c) Theme-based Tourism Promotion (Inbound) / A series of seminars on how to provide service to Muslim tourists from ASEAN

Date: August 18, 2016 (Chiba), August 24, 2016 (Ibaraki), November 2, 2016 (Taito-ku, Tokyo), November 15, 2016 (Chiba), December 19, 2016 (Tochigi), January 26, 2017 (Gunma)
Organizer: Local governments and tourism associations of Japan
Participants: Total number of participants in seminars: 255

Activities: An AJC staff member made presentations at seminars organized by local governments and tourism associations in Japan on basic information regarding Muslim practices to make Japan a more Muslim-friendly destination. While other factors are at play, the number of travelers from the ASEAN Member States to Japan increased by 21% in 2016.

(d) Theme-based Tourism Promotion (Outbound) / A special presentation on Visit ASEAN@50 in Japan

Date: September 23, 2016
Venue: Tokyo Big Sight
Participants: 200

Activities: The ASEAN-Japan Centre organized a "Visit ASEAN@50: Golden Celebration" presentation as a lunch session of the Asian Tourism Leaders' Forum, which was one of the programs of the Tourism Expo Japan 2016. Eddy Krismeidi Soemawilaga of the ASEAN Secretariat delivered a presentation to introduce the VA@50 program and the latest updates to it. The audience included those in the travel business and the media as well as academics. Following the presentation, a photo session was conducted on stage with the representatives of ASEAN NTOs.



(e) ASEAN Tourism Forum

Date: January 17 & 19, 2017

Organizers: ASEAN Secretariat and Singapore Tourism Board

Venue: Singapore

Participants: Tourism Ministers, National Tourism Organization representatives and tourism stakeholders of the ASEAN Member States and others including China, Japan and Korea

Activities: The Secretary General of AJC participated in the annual ASEAN Tourism Forum and gave a presentation on the Centre's tourism activities at the 45th Meeting of the ASEAN NTOs and the 20th Meeting of the ASEAN Tourism Ministers.



(f) Participation in tourism events

Date & Venue:	May 28-29, 2016 (Laos Festival); June 4-5, 2016 (Kanku Tabihaku); Sep. 22-25, 2016 (Tourism EXPO Japan); Oct. 14-16, 2016 (Overseas Travel Fair in Sapporo)
Number of visitors:	Laos Festival – 140,000; Kanku Tabihaku – 41,000; Tourism EXPO – 185,800; Travel event in Sapporo – 14,700

Activities: Participated in major tourism events in Japan to distribute/disseminate tourism information and brochures to visitors.

(g) Follow-up Seminar on Accessible Tourism

Date:	February 7, 2017
Co-organizers:	Ministry of Tourism and Culture, Malaysia
Venue:	Kuala Lumpur, Malaysia
Participants:	Experts include Mr. Naohiro Fukawa, Director, Tourism Shizuoka Japan; Mr. Hisashi Yamaguchi, President, TIC Travel Center Co., Ltd.; Dr. Toney K. Thomas, Deputy Dean School of Hospitality, Tourism and Culinary Arts, Taylor's University Lakeside Campus; Ms. Ch'ng Gaik Bee @Hjh Dalilah Bee Abdullah, Deputy Director, Project Implementation and Building Maintenance Department, Kuala Lumpur City Hall; Ybhg. Datuk Rashidi Hasbullah, Deputy Secretary-General, Ministry of Tourism and Culture Malaysia; Mary Chen, Director, Challenges Media, Malaysia; and Ms. Caroline Ang, Executive Director, Bon Asia Holiday Management Services Brunei (Workshop Participant).
Number of participants:	120 (including 13 participants from the workshop)



Activities: Conducted a seminar on accessible tourism as a follow-up to the workshop on Accessible Tourism in Japan for local stakeholders of the Kuala Lumpur in Malaysia. The program included presentations from workshop participants to share Japan's approaches to accessible tourism, the current situation of accessible tourism in Malaysia, the latest trends in the Japanese outbound tourism market, and accessible tourism products from a Japanese travel agency. The experts on this topic also joined a panel discussion to talk about the public-private partnership for the development of accessible tourism.



(h) Events at the ASEAN-Japan Hall

Date & Event: Aug. 5-7, 2016 (Peranakan Exhibition); Sep. 6, 2016 (Seminar on Travel Risk Management); Oct. 14, 2016 (Borneo Nature Seminar); Dec. 8, 2016 (Seminar on Lao Tourism Attractions)

Participants: Lao Festival – 140,000; Kanku Tabihaku – 41,000;
Total number of participants: 732

Activities: Organized events to highlight the diversified cultural attractions of the ASEAN Member States, focusing on their uniqueness and authenticity for a wider range of the Japanese public.

(i) Mekong Tourism Award

Date: March 8, 2017 (announcement of winners and award ceremony)

Venue: Tokyo

Number of entries: 26

Activities: Organizing awards to encourage Japanese travel companies to produce unique and quality tour products that feature CLMV destinations.

Travel companies, as well as land operators and airlines, were also awarded in four award categories: New Destination Award, Unique Tour Award, Exchange Program Award, and Jury's Special Award. There was no tour awarded in the Ecotourism category this year. Representatives of the embassies of the four countries were present at the award ceremony to present plaques to the winners. The winners are entitled to use the special logo of the Mekong Tourism Award for promotion. The Centre will introduce the award-winning tours through activities like participation in outside tourism events. A follow-up survey will be conducted to measure the effectiveness of the award for the winners. Last year's prize winners showed that their products grew at a rate of 5% after the award, as opposed to the general tourism products destined for CLMV that experienced no growth in FY2015.



TABLE 5. PERFORMANCE APPRAISAL FRAMEWORK : PROMOTING TOURISM

Objectives			Key Outputs	Relevance	
Creating environment more conducive to economic partnership	1) Workshop on Sustainable Tourism: Accessible Tourism for BCILM	To respond the need of updating tourism product knowledge and trend	To provide better understanding on accessible tourism policies including the market, best practices, challenges, and practical steps to develop facilities in Japan and ASEAN. Date: October 24-29, 2016 Place: Tokyo and Toba, Mie Prefecture	Supported capacity building for tourism stakeholders in ASEAN Member States through furthering developing policies, implementing and expanding their tourism standards for facilities, services and destinations. Invited 14 tourism stakeholders from Brunei, Cambodia, Indonesia, Laos, and Malaysia.	
	2) Follow-up Seminar on Accessible Tourism	To support policy/strategy-making process of relevant countries To entice inclusive tourism	With presentations and discussions, participants realized that sustainability and accessibility are complementary strategies to successfully manage and promote a "Sustainable Tourism Destination for all." Date: February 7, 2017	Supported capacity building for tourism stakeholders in ASEAN Member States. Organized a seminar in Malaysia for the participants of the workshop which was conducted in Tokyo to share what they learned in the workshop with accessible tourism stakeholders in Malaysia.	
	3) Theme-based Tourism Promotion (Inbound)	To respond to emerging ASEAN market as source to Japan's inbound tourism	To support Japanese stakeholders to develop more friendly environment to muslim visitors and encourage more visitors from ASEAN to Japan.	Promote inbound tourism from ASEAN Member States to Japan through a series of seminars on how to receive Muslim tourists from ASEAN countries.	
Organizing business and exchange meetings	4) CLMV Tourism Promotion (Outbound)	To strengthen sub-regional tourism development and to narrow intra-ASEAN sub-regional gaps	To organize a seminar on promotion of Myanmar destinations to Japanese market. To increase the knowledge of the participants on the potential of tourism development in Myanmar. Date: March 28, 2017	Supported capacity building for tourism stakeholders in ASEAN Member States. Organized a tourism promotion seminar in Myanmar for tourism stakeholders in Yangon	

Core values and measurements

	Quality	Efficiency	Effectiveness/Impact
	<p>Questionnaire survey from participants: All 14 participants commented that the program helped them deepen their knowledge of Japan's approach to accessible tourism and found the program very useful.</p> <p>Result of 6-month questionnaire survey: More than 91% of participants answered that participating in the workshop was extremely or very useful, and all of the respondents shared their learning in some kind of forms, also answered it made positive changes in their mind to cater tourists with special needs.</p> <p>Media coverage: The program was featured in 3 media in Mie Prefecture (1 newspaper and 2 TV news program).</p>	<p>Utilized AJC's network with industry stakeholders to select lecturers of the workshop and site-visit destinations that best match the program.</p> <p>Respective NTOs nominated appropriate participants from private and government sectors, ranging from young professionals to management and decision-making level.</p>	<p>Post-activity questionnaire survey was sent to the workshop participants to see how they are utilizing what they gained from the program in home countries.</p> <p>Introduced Japan's approach to accessible tourism and how a local community makes efforts to make a barrier-free environment for tourists and residents.</p> <p>Enticed two-way tourism by inviting ASEAN participants to visit a Japanese locality.</p> <p>Strengthened networking among Japanese travel trade/government and ASEAN NTOs (National Tourism Organization).</p> <p>All participants commented that they were able to deepen their knowledge of Japan's approach to accessible tourism through the Workshop.</p> <p>Number of measures, recommendations implemented in the target countries: 11</p>
	<p>Questionnaire survey from audiences of the seminar: 94% of the participants were able to deepen their knowledge of Japan's approach to accessible tourism through the seminar: 79% replied so for Malaysia's approach to accessible tourism.</p> <p>Media coverage: 33 (including 2 TVs in Malaysia)</p> <p>Total number of participants: 120</p> <p>Number of Workshop participants who attended the seminar from B, C, I, L: 10</p>	<p>Co-organized the seminar with the Ministry of Tourism and Culture of Malaysia who provided the venue facility and recruited experienced local speakers.</p> <p>Arranged seminar speakers from Japan based on the result of the questionnaire survey completed by the Workshop participants.</p>	<p>Introduced Japan's approach to accessible tourism to stakeholders in ASEAN countries.</p> <p>Updated the participants on the latest trend of the outbound tourism market of Japan.</p> <p>Raised a profile of AJC among tourism stakeholders in Malaysia.</p>
	<p>Number of seminars: 6</p> <p>Total number of participants: 255</p>	<p>Used the AJC staff member as resource persons to be presenter.</p> <p>Venue and other arrangement and expenses are shouldered by local organizers.</p>	<p>To deliver presentations at seminars in line with the Japanese Government's objective to make Japan more Muslim friendly destination.</p> <p>Comments from participants:</p> <ul style="list-style-type: none"> - The presentation was easy to understand - There were many new findings <p>Increased number in Muslim tourists from ASEAN.</p>
	<p>Number of participants: 40</p> <p>Media coverage: 4</p> <p>Approximately 60% of the respondents strongly agreed that the seminar in Yangon was informative, while 40% of them agreed so.</p>	<p>Co-organized the seminar with the Ministry of Hotels and Tourism and the Myanmar Tourism Federation.</p> <p>Conducted the seminar with another seminar in two different locations in Myanmar in one trip.</p>	<p>Provided information on the latest Japanese outbound market and trend of high-end Japanese travelers.</p> <p>Contributed to increasing the understanding of Japanese tourism market by describing and discussing how to promote attractions/destinations and attract quality tourists to Myanmar in order to raise tourism receipt in Myanmar.</p> <p>Impact of the program will be measured by the arrival number of Japanese visitors to Myanmar.</p>

TABLE 5. PERFORMANCE APPRAISAL FRAMEWORK : PROMOTING TOURISM

Objectives			Key Outputs	Relevance	
Creating environment more conducive to economic partnership	5) Theme-based Tourism Promotion (Outbound)	To provide latest tourism and market information to stakeholders	To enhance ASEAN competitiveness as a single tourism destination. To leverage awareness of its Visit ASEAN@50 Golden Celebration 2017 tourism campaign in Japan.	Promoted Visit ASEAN@50 to the travel trade in Japan. Arranged a special presentation on VA@50 by inviting a speaker from the ASEAN Secretariat at "Asian Tourism Leaders' Forum" during JATA Tourism EXPO Japan on September 23, 2016. Introduced the VA@50 logo to audiences together with ASEAN NTO representatives.	
	6) Participation in events	To disseminate ASEAN tourism information to the travel industry and the general public, and strengthen relation with ASEAN's tourism stakeholders	To promote the twin objectives of commemorating the 50th Anniversary of ASEAN and the Visit ASEAN year in 2017. To keep AJC relevant as one of ASEAN partners to implement the ASEAN Tourism Strategic Plan 2016-2025.	Highlighted the AJC's activities to tourism stakeholders in ASEAN Member States by participating in ASEAN Tourism Forum (ATF) in Jan. 2017 in Singapore and other ASEAN tourism meetings. Publicized ASEAN tourism attractions and VA@50 to Japanese travel trade and consumers by participating in major tourism events. Presentation on Laos during JATA Tourism EXPO Japan (Sep. 23) Provided latest tourism information through website and Facebook. Launched INSTAGRAM	
	7) CLMV Tourism Promotion		Mekong tourism destinations become more popular in Japan. Japanese travel agents and travellers are motivated to explore and experience the niche market in the Mekong region.	Organize the 2nd Mekong Tourism Award* to stimulate Japanese travel industry to further produce unique and quality tour products that feature CLMV destinations. *Eligible tour products - tours to CLMV destinations that originate in Japan and were conducted between April 1, 2016 - March 31, 2017 Award categories: New Destination Award (2) Ecotourism Award (0) Unique Tour Award (1) Exchange Program Award (1) Jury's Special Award (1) Date: March 8, 2017 (announcement of winners and presentation of awards)	
	8) Tourism PR activity	To disseminate ASEAN tourism information to the travel industry and the general public, and strengthen relation with ASEAN's tourism stakeholders	To enhance the knowledge of ASEAN and to make it more attractive as a single tourism destination among Japanese people.	Organized events and seminars at the ASEAN-Japan Hall to promote ASEAN tourism as follows: 1) Peranakan Exhibition August 5-7, 2016 (570 visitors/participants) 2) Seminar on Travel Risk Management September 6, 2016 (62 participants) 3) Borneo Nature Seminar October 14, 2016 (40 participants) 4) Seminar on Lao Tourism Attractions December 8, 2016 (60 participants)	

Core values and measurements

	Quality	Efficiency	Effectiveness/Impact
	<p>Number of audience members: 200 (travel trade, media, academics and others)</p> <p>Number of newly added VA@50 contents on AJC's website: 4</p> <p>Number of VA@50 logo in the media: 3 (Japan Times: January 19, 2017 The Hokkaido Shimbun: Nov. 26 & Dec. 3, 2016)</p> <p>Number of VA@50 logo used by the travel trade: 9 tour products</p>	<p>Worked closely with ASEAN Secretariat and JATA.</p> <p>Fully utilized the occasion of the JATA Tourism EXPO Japan when influential tourism stakeholders and ASEAN NTO representatives are present.</p>	<p>Strengthened networks with ASEAN NTOs.</p> <p>Highlighted Visit ASEAN@50 and its outline and planned activities to the Japanese travel trade, media, the government and the public.</p> <p>Increased awareness among travel trade and general public, which would lead to increased number of Japanese travellers to ASEAN.</p>
	<p>Number of ASEAN-related meetings participated in: 7</p> <p>Number of meetings attended during the ATF: 4</p> <p>Number of visitors to the tourism events: Laos Festival (140,000), Kanku Tabihaku (41,000), JATA Tourism EXPO Japan (185,800), Sapporo event (14,700)</p> <p>Distributed/disseminated tourism and AJC information/brochures to visitors to tourism events.</p>	<p>Worked closely with ASEAN Secretariat and ASEAN NTOs.</p> <p>Utilized network with tourism event organizers.</p> <p>Made more connections with ASEAN's tourism industry players.</p>	<p>Strengthened relations with ASEAN NTOs.</p> <p>Introduce AJC's activities to ASEAN's Tourism Ministers (ATF).</p> <p>During the ASEAN Tourism Ministers' Meeting, Cambodia's Tourism Minister and other high ranking NTO officers expressed appreciation to AJC for its effort to promote ASEAN tourism.</p> <p>Strengthened networks with Korea and China ASEAN Centres (ATF).</p> <p>Introduced ASEAN tourism attractions and Visit ASEAN@50 to tourism industry and consumers in Japan.</p> <p>Increased AJC's profile and its visibility.</p>
	<p>Number of entries from travel agents: 26</p> <p>Media coverage: 35</p> <p>The activity is referred in the "Joint Media Statement of the 3rd Meeting of CLMV Tourism Ministers held on 28 July 2015 in Nay Pyi Taw, Myanmar": "the Ministers appreciated the ASEAN-Japan Centre for this year's work program to award the excellent Mekong Package Tours that feature CLMV as destinations and use CLMV Tourism Logo in the promotional materials and plaques."</p>	<p>High profile travel professionals from JATA (Japan Association of Travel Agents) and OTOA (Overseas Tour Operators Association) have been involved in deciding awardees.</p> <p>JATA and OTOA supported the activity by publicizing the program through e-newsletters to their members.</p>	<p>Encouraged Japanese travel companies, land operators and airline companies to design diversified products to appeal different consumers.</p> <p>Stimulated more Japanese travel companies to sell CLMV destinations.</p> <p>Enhanced CLMV tourism.</p> <p>Used AJC's website effectively.</p> <p>To conduct post-activity questionnaire survey to winners to evaluate how the award changed their businesses.</p> <p>The past award shows that the number of Japanese applications to the awarded products increased more than the average of all other products.</p>
	<p>Highlighted diversified attractions of the ASEAN Member States focusing on their uniqueness and authenticity.</p>	<p>Worked closely with embassies and stakeholders to organize the events effectively.</p> <p>Fully utilized e-newsletters and AJC's website to announce, promote and recruit participants of the events.</p>	<p>Provided opportunities for not only travel trade but also the Japanese public to know about useful travel information, less known destinations and the rich culture of the ASEAN Member States.</p> <p>By arranging qualified resource speakers, AJC managed to provide informative seminars and exhibitions that will satisfy seasoned travelers and those who already have a basic knowledge of ASEAN.</p> <p>These events helped increase the number of Japanese tourists to ASEAN.</p>

4. Person-to-person exchanges

(a) Exchange Program for Tourism Professionals

Date:	November 28 – December 2, 2016
Co-organizers:	Southeast Asia Tourist Guides Association / Japan Guide Association
Venue:	Tokyo and Hyogo
Participants:	Tourist guides from ASEAN and Japan
Number of participants:	10 from ASEAN and 13 from Japan

Activities: The Centre invited tourist guides from all ASEAN Member States and Japan in order to learn about the opportunities and challenges for tourist guides in each country through discussions and site visits. The participants gained an understanding of the MRA-TP, common challenges tourist guides have encountered, and the abilities and skills required of tourist guides. They also had a chance to observe and experience tour-guiding at historical and cultural heritage sites.



(b) Follow-up Seminar of the Tourism Professionals Exchange Program

Date:	March 28, 2017
Co-organizers:	The Ministry of Hotels and Tourism, Myanmar / Bagan Tourist Guide Society, Mandalay Tourist Guide Association
Venue:	Umbra Hotel, Bagan, Myanmar
Participants:	Tourist guides
Number of participants:	64

Activities: The Centre invited the tourist guides in the Mandalay and Bagan regions in order to introduce the previous program in Japan on guiding skills and issues and provide them with an opportunity to learn about the important role that guides play in sustainable tourism, necessary guiding skills and abilities, and tourist psychology through panel talks and discussions.



(c) School Exchange Program

EVENT FOR CHILDREN AT THE ASEAN-JAPAN HALL

Date: July 31, 2016
Venue: ASEAN-Japan Hall
Participant: 400

Activities: ASEAN Kids Day aims to introduce ASEAN's culture mainly to elementary schoolchildren. In FY2016, there were traditional dance, sports, and other programs which were implemented with the support of the Indonesian school in Japan as well as ASEAN students in Japan. The exhibition of insect specimens also attracted the attention of visitors. According to visitor questionnaires, visitors deepened their understanding of the Member States through the event and were also more interested in visiting ASEAN destinations in the future.



ASEAN INTRODUCTORY CLASSES AT AN ELEMENTARY SCHOOL

Date: January 21, 2017
Venue: Onarimon Elementary School
Participants: A total of 12 classes were taught to 1st – 6th grade students

Activities: Organized introductory event/classes for the children to learn basic facts about the ASEAN Member States at the ASEAN-Japan Hall as well as classes at Onarimon Elementary School.

(d) ASEAN-Japan Women Entrepreneurs Exchange Program

Date: November 22-23, 2016 (lecture, panel talk session, business presentation event)
Venue: Manila
Participants: Ten new women entrepreneurs from ASEAN Member States and 4 Japanese women entrepreneurs

Activities: The program was comprised of a one-day lecture, a panel talk session and a business presentation event to provide the occasion for new women entrepreneurs to network with supporting companies, mentors, and other women entrepreneurs.

Ten selected women entrepreneurs from the ASEAN Member States made presentations and forged more than 40 linkages with these supporting enterprises to help realize their potential, in addition to receiving practical advice directly from mentors. These linkages include consultations and the provision of free office space.



TABLE 6. PERFORMANCE APPRAISAL FRAMEWORK: PROMOTING EXCHANGE

Objectives		Key Outputs	Relevance	
Promoting entrepreneurship development	To enhance women empowerment in ASEAN and Japan	1) ASEAN-Japan Women Entrepreneurs' Linkage Program (AJWELP) Date: November 22-23, 2016 Place: Manila, the Philippines	Provide the platform for mutual understanding and sharing of views among ASEAN and Japanese woman entrepreneurs. Provide an opportunity for starter entrepreneurs to learn from succeeded entrepreneurs and enterprises as well as academia. Organize a business linkage program for new entrepreneurs of ASEAN Member States and potential enterprises. Invite women entrepreneurs from ASEAN Member States and Japan to attend the event in Manila.	
	To increase knowledge about women's entrepreneurship and provide them with more economic opportunities.			
Undertaking field trips/study trips	To provide an occasion for tourism professionals in Japan and ASEAN to share experiences and knowledge and produce suggestions and possible solutions to the challenges.	2) Exchange Program for Tourism Professionals Date: November 28-December 2, 2016 Place: Tokyo and Hyogo Prefecture	Invited one tourist guide from respective ten ASEAN Member States and SEATGA Provided an occasion for tourist guides in ASEAN and Japan to exchange views and share experiences.	
	To contribute to increasing the skills and abilities of tourism professionals in Myanmar. To widen the impact of the previously conducted program on other relevant individuals.	3) Follow-up Seminar in Myanmar Date: March 28, 2017	Supported capacity building for tourism stakeholders in ASEAN Member States. Organized a follow-up activity of ASEAN-Japan Tourist Guides Exchange Program in order to inform other tourist guides in Myanmar on the program and contribute to increasing their abilities.	
Creating environment more conducive to economic partnership	To provide an opportunity for Japanese children to experience and know ASEAN culture through various activities for them to develop understanding about ASEAN Member States.	4) ASEAN Kids Day Date: July 31, 2016 Venue: ASEAN-Japan Hall	Organized "ASEAN Kids Day", an event for ASEAN and Japanese children to learn about ASEAN people's daily life, culture and nature.	
	To provide knowledge and positive understanding about ASEAN to young Japanese generation.	5) ASEAN Introductory Class January 21, 2017 Venue school: Onarimon Elementary School.	Arrange ASEAN introductory classes at an elementary school.	

Core values and measurements

	Quality	Efficiency	Effectiveness/Impact
	<p>Number of activities: 5</p> <p>Number of participating entrepreneurs: 24</p> <p>Number of audiences: 77</p> <p>Media coverage: 4 (The Manila Times on Dec. 20, 2016, Jan. 1, 2017, Manila Keizai Shimbun on Nov. 25, 2016, Yahoo News on Nov. 25, 2016)</p>	<p>Collaborated with the Department of Trade and Industry of the Philippines, ASEAN Coordinating Committee on Micro, Small, and Medium Enterprises (ACCMSME), ASEAN Secretariat, ASEAN Business Advisory Council (ABAC), Go Negosyo, Asian Institute of Management (academic partner).</p>	<p>Provided an opportunity for the ASEAN and Japanese entrepreneurs to exchange views.</p> <p>Provided new entrepreneurs an occasion to learn from successful entrepreneurs and entrepreneurs from other ASEAN Member States and Japan and further develop possible partnership.</p> <p>Number of linkages: 61</p>
	<p>Questionnaire by participants: All the participants reported having gained the knowledge on tourism and guiding environment in each ASEAN country and Japan. 75% of them reported having gained the knowledge on the latest regulations of tour guides in ASEAN and Japan. 92% said having increased understanding of the challenges which tour guides face in conducting guiding in another country in ASEAN. 67% of them reported having increased skills and abilities of tour-guiding.</p> <p>Media coverage: 2 (The Manila Times on Nov. 28, 2016; Borneo Bulletin on Nov. 22, 2016)</p>	<p>Worked closely with SEATGA (Southeast Asia Tourist Guides Association) and Japan Guide Association.</p>	<p>Provided an occasion for tour guides in Japan and ASEAN Member States to share challenges they face, and discuss possible solutions and suggestions for themselves and their countries.</p> <p>Suggested and identified approaches to accelerate free movement of tourism professionals under the ASEAN MRA-TPs.</p>
	<p>Number of participants: 63</p> <p>More than a half of the respondents (56%) strongly agreed that the workshop in Bagan was useful, while 43% of them agreed so.</p>	<p>Co-organized the seminar with the Ministry of Hotels and Tourism, Mandalay Tourist Guides Society, and Bagan Tourist Guide Association.</p> <p>Conducted the seminar with another seminar in another location in Myanmar in one trip.</p>	<p>Contributed to increasing awareness of the importance of sustainable tourism in Myanmar, obtain the knowledge and skills of tourist guides, and recognize the leadership of the tourist guide organizations in one of the most popular destinations in Myanmar.</p> <p>This program was participated by members of SEATGA (Southeast Asia Tourist Guide Association) whose representative found the program very useful for tour guides, at the annual ASEAN National Tourism Organizations Meeting in Vietnam in July 2017.</p>
	<p>Number of activities: 10</p> <p>Media coverage: 35</p> <p>Number of visitors: 400</p> <p>90% of the participants reported that they would want to attend similar events in future, 67% of them mentioned having understood Southeast Asia, 73% of them would want to visit Southeast Asian countries sometime, and 77% of them wanted to get to know more about Southeast Asian countries.</p>	<p>The event was supported by the Embassy of Indonesia and ASEAN NTO Offices in Tokyo.</p>	<p>Introduced ASEAN Member States to children of ASEAN and Japan through activities such as traditional dance, writing names in languages of ASEAN countries, as well as displaying insects of ASEAN Member States and others.</p>
	<p>Number of classes: 12 classes (1-6 grades)</p> <p>A report in a school newsletter, thank you cards from the students to every lecturer, and an e-mail from a teacher to the AJC, describing "the lecturer entertained the class with a video and photos," "not only a lecture but danced together," and "received a rare experience such as wearing a traditional dress and face painting."</p>	<p>Utilized resources of ASEAN residents/students in Japan to minimize costs and time.</p>	<p>Provided an opportunity for Japanese children to learn about ASEAN countries from preschool age.</p>

5. Centre-wide promotion activities

Multi-disciplinary research on ASEAN for sustainable development

This general program is intended to cover several activities ranging from research and discussion on specific issues related to ASEAN among a small expert group to open seminars for the general public. The ASEAN Study Group established in 2015 has met almost every two months to discuss a wide range of issues related to ASEAN. The Centre plays a secretariat role in this Group comprised of academics, government officials, and company representatives.

The ASEAN Ambassadors Lecture Series program is another Centre-wide activity involving different divisions of the Centre. This activity demonstrates the joint efforts and close relations of ASEAN-Japan Centre and ASEAN embassies in Japan. Three lectures in the ASEAN Ambassadors Lecture Series were organized with the participation of the Ambassadors of Lao P.D.R., Myanmar, and Vietnam. Over 90 percent of the participants found the lectures informative and appreciated the opportunity to meet with the ambassadors. The ambassadors were able to convey current information about their respective countries.

These lectures, organized at the ASEAN-Japan Hall, attracted 334 participants. The activities provided the opportunity for ASEAN Member States to present information including on business opportunities important to the Japanese business community, and to present to a Japanese audience current issues of interest to their country. The lecture series provides, through interactive dialogue, useful input into policymaking processes for the ASEAN governments and the strategy-making processes for the Japanese business community, including potential investors and SMEs.

In addition to the lectures by the ASEAN ambassadors, a seminar on the World Investment Report (WIR) 2016 was held. The event was a joint collaborative effort co-organized by ASEAN-Japan Centre, UNCTAD and IDE-JETRO at the ASEAN-Japan Hall. The majority of the 129 participants commented that the activity was informative as they were able to gain knowledge about global investment trends and various investment policy practices.

Value Chains, SMEs and AEC

The Value Chains, SMEs, and AEC is a multi-year research work, producing yearly value chain data for Japan and individual ASEAN countries and analysis based on the results of the data.

In FY2016, the first basic datasets on global value chains (GVCs) were generated for ASEAN as a group and its individual states. The new database, partly based on the UNCTAD-Eora GVC Database, will provide new perspectives on trade and investment links between ASEAN economies and between ASEAN economies and Japan, on the distribution of value added resulting from trade, and on how investment drives patterns of value added trade. The AJC acquired a basic dataset from the Eora and the dataset will be established in a collaborative effort with the Eora and UNCTAD.

ASEAN Information Map

The Centre's ongoing activity involves all four substantive divisions of the Centre as information and data on trade, investment, tourism and exchange of persons contained therein are collected and updated by the respective divisions. As many as 8,000 copies were distributed this fiscal year. There is a strong demand for quick reference to important data on ASEAN.

TABLE 7. PERFORMANCE APPRAISAL FRAMEWORK: CENTRE-WIDE ACTIVITIES

Objectives			Key Outputs	Relevance	
Understanding better the issues related to economic partnership	Multi-disciplinary research on ASEAN for sustainable development	Information dissemination, promotion, and awareness to provide current and up-to-date information on potential business opportunities in ASEAN Member States.	ASEAN Ambassadors Lecture Series Organized lecture series involving 3 ambassadors (Lao P.D.R., Myanmar, and Vietnam). General Lectures 1 lecture (seminar) on World Investment Report (WIR) 2016. The lectures were held at the ASEAN-Japan Hall, attended by 463 participants. ASEAN Study Group Organized 6 study sessions. Each session attended by 30 - 40 members.	1. Direct transfer of official information – the presenters are ASEAN ambassadors in Japan. 2. Information and knowledge sharing – providing current and official information to Japanese business community about investment policy, incentives and opportunities, and business environment. 3. Raising further awareness and promotion on ASEAN Member States – providing information on specific/sector of the economy – its policy, incentives and opportunities. 4. Academic discussions and exchanges on pertinent ASEAN issues. Topics include AEC, ASEAN connectivity, ASEAN FTAs (such as RCEP, TPP), ASEAN FDI trends issue and economic-social development in ASEAN.	
		Research and policy analysis for sustainable and inclusive development	Creation of database on ASEAN GVC (2016). 5-6 out of 16 evidence-based policy-oriented technical papers were begun.	Support AJC's research and capacity building program on promotional activities by identifying the sectors to be promoted from the global/regional value chain points of view. Input the results into the ASEAN AEC process.	
		To share updated ASEAN economic data with both Japanese and ASEAN people, as ASEAN as One.	8,000 copies of revised ASEAN Information Map 2016 were printed and distributed in this fiscal year.	The Map booklet, which is 20 pages (A0 size paper), covers updated ASEAN data consisting of population, GDP, trade, investment, tourism, Japanese business presence and ASEAN-Japan relations, etc., all of which is important information to ASEAN and Japanese business persons.	

Core values and measurements

	Quality	Efficiency	Effectiveness/Impact
	<p>Lecture series: majority of participants (almost 90 percent) found the lectures informative and useful. General public was able to interact directly with ambassadors.</p> <p>Study group: The group comprised 80 members including academic and business researchers and scholars, government officials, experts, media correspondents, and business people. Common field of expertise: ASEAN (policy and business-related). Observed: high-level discussions bringing about some practical policy-making process recommendations.</p>	<ol style="list-style-type: none"> 1. Close collaboration between AJC and ASEAN embassies in Japan 2. Timing and reliability of the activity conducted 3. Focus on specific sector/industry 4. Close collaboration between AJC and international/Japanese organizations (for WIR 2016 Lecture) 5. Budget utilization: small amount was spent to organize the activity. 6. Other resources: Notification of the events through the Centre's website and email magazine. 7. No financial cost involved (for study group), in-house resources utilized (AJC functions as secretariat for the group - Centre prepared the agenda / discussion topics). 8. Active use of the ASEAN-Japan Hall. 	<ol style="list-style-type: none"> 1. Official information is directly transferred - Participants received first-hand and current information from high-ranking ASEAN representatives (ambassadors). 2. The relevant views and comments gathered are passed on to Headquarters for further action, if necessary. 3. Raising further awareness and increasing promotion 4. Production of independent academic ASEAN-related publications such as articles, policy papers, and speeches by group members. The group chairman, Professor Shimizu (Kyushu University) affirmed in his recent publication the significance of the role of AJC in the advancement of ASEAN study in Japan academically, intellectually and in the policy making process.
	<p>On the basis of the database and further data construction for ASEAN countries, a unique database on GVCs will be established for ten ASEAN Member States with special emphasis on Japan as a partner.</p>	<p>The database is being established in collaboration with the Eora and UNCTAD.</p>	<p>In this multi-year project, 16 evidence-based and policy-oriented technical reports will be prepared: one (1) general paper on ASEAN as a whole, ten (10) individual ASEAN Member State Reports, and five (5) selected industries – electronics, automobiles, textiles and clothing, agribusiness, and tourism. FY2017 will complete or embark on 5-6 papers, which will contain policy recommendations on how to maximize benefits from and minimize negative effects associated with greater participation in GVCs.</p>
	<p>At a glance, people can easily understand trends and ASEAN development as a whole.</p> <p>Explanations in both Japanese and English are useful not only for Japanese but also for ASEAN people.</p>	<p>The Map data is also available on the AJC's Web site and is easily downloadable.</p>	<p>More than 20,000 copies of the ASEAN Information Map have been printed since FY2014. The Map is widely acknowledged as one of the most useful information materials for understanding the ASEAN economy as a whole. Not only business persons but also academics and government officials find this Map useful.</p>

6. PR Activities



The extensive coverage of the Centre's activities, regardless of the format – print, broadcast, or website – has contributed to enhancing the visibility and profile of ASEAN as well as the Centre. Ninety-five newspaper articles, 9 TV and radio programs, 16 magazine articles as well as 838 website and others, for a total of 958, have featured the Centre or its activities in FY 2016. The Centre made efforts to reach out to the ASEAN media to raise its profile in the region. For example, the Centre placed a one-page advertorial in the Vientiane Times and the KPL News on 8 and 9 September 2016, at the time of the 28th ASEAN Summit and Related Summits. In addition, upon the timing of implementing the ASEAN-Japan Women Entrepreneurs' Linkage

Program in Manila in November 2016, the Centre tied up with the Manila Times to issue feature articles on the program. These are only a few examples of the efforts made by the AJC, however. In FY2016, the share of foreign media has reached 18% of the total, the highest in the last four years.

The ASEAN-Japan Hall is symbolic of the partnership between the ASEAN Member States and Japan. The Centre has made efforts to fully utilize the hall for events and activities to promote ASEAN-Japan relations. In FY2016, 30,685 people visited the hall in total, or on average 126 people per workday.

The Centre has also supported 131 activities organized by other agencies (Annex D). The Centre has proactively involved itself in many of these activities, recognizing that these activities indicated part of the direction the Centre should consider taking in the future.

The Centre has been hosting group visits for years as part of promotional activities. It has provided various learning programs on ASEAN and the Centre for these visitors. For example, the Centre has devised a learning program of ASEAN matters for Japanese young people, using



the pamphlet “ASEANPEDIA” (with 40,000 copies printed between March 2015 and October 2016). The program has become very popular among Japanese schools. This is because of proactive promotion of the program through, for example, attending school meetings in local cities in Japan and disseminating information on the program to all junior and senior high schools in Japan through direct mails and through its website. As a result, the Centre hosted 56 groups of visitors in FY2016. The Centre has hosted a total of 1,525 visitors under this program, which is more than 1.8 times more than in the previous fiscal year. The Centre believes that hosting group visits can effectively promote ASEAN and the Centre to young people, including those in smaller towns in Japan, and thus it would strengthen the partnership further.

The Centre has been conducting on-site ASEAN lectures for university students as one of its outreach efforts. It has conducted two lecture series this year at Meiji University and Gakushuin Women’s College to provide university freshmen with a general orientation on matters concerning the ASEAN Member States in a variety of socio-cultural, economic and political matters. These students can then nurture outward-looking spirits that enhance the globalization efforts at their universities, as well as in their own professional careers. The lectures at Meiji University have been conducted mainly by staff members of embassies or trade/investment/tourism-related agencies of the ASEAN Member States and the Centre for the past four years. Although they have been highly appreciated by students and faculty members, the lecture series were terminated at the end of FY2016 because of the end of a funding program by the Japanese government.



TABLE 8.**Number of Times Covered by the Media**

Media Source	FY2016	FY2015	FY2014	FY2013
Newspaper	95	120	125	119
TV & Radio	9	17	26	18
Magazine	16	23	19	26
Website & Others	838	572	718	106
Total	958	732	888	269

Number of Times Covered by Foreign Media

Media Source	FY2016	FY2015	FY2014	FY2013
Newspaper	18	5	14	3
TV & Radio	3	10	5	1
Magazine	1	4	3	3
Website & Others	150	35	51	5
Total	172	54	73	12
Share of Foreign Media	18.0%	7.4%	8.2%	4.5%

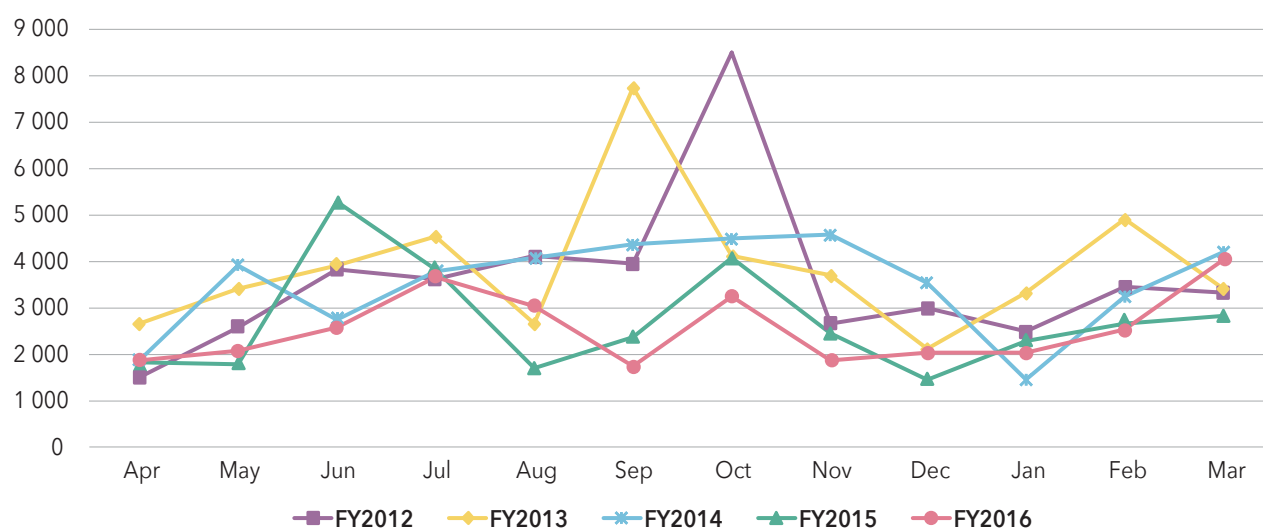
Number of visitors to AJC Hall

TABLE 9. NUMBER OF VISITORS TO AJC HALL

Year	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Total
FY2012	1,498	2,582	3,817	3,620	4,112	3,959	8,472	2,654	2,995	2,481	3,429	3,308	42,927
FY2013	2,652	3,417	3,915	4,508	2,652	7,721	4,128	3,674	2,112	3,334	4,891	3,413	46,416
FY2014	1,873	3,905	2,746	3,792	4,083	4,370	4,498	4,560	3,545	1,450	3,231	4,196	42,249
FY2015	1,813	1,778	5,264	3,838	1,689	2,367	4,075	2,431	1,440	2,291	2,654	2,817	32,457
FY2016	1,877	2,086	2,558	3,667	3,029	1,729	3,257	1,844	2,044	2,049	2,508	4,036	30,685

7. ASEAN National Activities

a) Outline

Every ASEAN Member State has 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 FY2016, an amount of ¥4,138,800 was allocated for every ASEAN Member State to undertake a total of 43 promotional activities as follows:

b) Activities

COUNTRY	PROMOTIONAL ACTIVITIES
Brunei Darussalam	<ul style="list-style-type: none"> Promoting Brunei as an investment destination (participation in Halal Expo) Country promotion
Cambodia	<ul style="list-style-type: none"> National Forum on the Agro-business in Cambodia Workshop on Promotion and Attraction of Japanese Visitors to ©: Kingdom of Wonder - Feels the Warmth Creation of a promotional video on one stop service for investment in Cambodia
Indonesia	<ul style="list-style-type: none"> Travel expenses to attend the 36th Annual Meeting of the Council Facilitating business delegation to the 31st Trade Expo Indonesia Supermarket trade show at Makuhari Messe Translation into Japanese and printing of (I) Investment Guide Revitalization of investment website for Japanese investors Indonesia tourism campaign video footage
Laos	<ul style="list-style-type: none"> Opportunity and challenges of SMEs market access under economic integration policy Study “Visit Japan Campaign” to enhance inbound tourism Attended the 36th Annual Meeting of the Council

COUNTRY	PROMOTIONAL ACTIVITIES
Malaysia	<ul style="list-style-type: none"> • Export acceleration mission on creative multimedia & contents to Japan (Tokyo Game Show) • Trade promotional visit to Osaka and Kobe • Seminar and business matching between Malaysian and Japanese companies (mission to Japan by MITI minister) • Participation in Messe Nagoya 2016 • Photo exhibition in Sapporo • Promotional visit to Japan by chairman and deputy CEO of MIDA • Participation in automotive business matching event in Mie Prefecture • Placing an advertisement for trade and investment seminar "Malaysia Your Business Partner" in Nikkan Kogyo Shimbun • Online photo contest
Myanmar	<ul style="list-style-type: none"> • JATA Tourism Expo Japan • Study tour to the OSS Center of Indonesia Board of Investment (BKPM) • Trade promotion activities (seminar, training and web upgrading)
Philippines	<ul style="list-style-type: none"> • Activities to support the national day reception to commemorate the 60th anniversary of P-J diplomatic Relations • Launching of ASEAN@50 and Philippine chairmanship of ASEAN • Promotion of Philippine-made products • Printing souvenir bags • Promotion of Philippine made products / fabrics
Singapore	<ul style="list-style-type: none"> • SJ50 business seminar • Celebrating SJ50 through food collaboration and cultural exchange • Re-print of 30,000 copies of a book-in-book in FRaU February 2016 • Purchase of reports and books
Thailand	<ul style="list-style-type: none"> • Thai food menu promotion @ Office Cafeterias in Japan in cooperation with Green House Co., Ltd. • Japanese companies database acquisition
Vietnam	<ul style="list-style-type: none"> • Travel expenses to attend the 36th Annual Meeting of the Council • Participation in Tokyo Game Show • Publishing a book titled "Vietnam Trade and Investment" in Japanese • Expenses for VIETRADE officials to HCMC on business seminar • Business seminar in HCMC • Promotion of trade, industrial investment and tourism-related services trade

III. USE OF FY2016 BUDGET

The total amount of the budget for FY2016 was JPY574,804,262 including the special fund amounting to JPY38,765,262 which was transferred from the unappropriated balance for FY2014 by the decision of the 35th Annual Meeting of the Council.

The unappropriated balance for FY2016 was JPY65,825,601.

The annual audit for FY2016 was conducted by an external auditing firm. They found no problems with the financial statements of the ASEAN-Japan Centre for the year ended March 31, 2017. For detailed accounts of budget and expenditures, see the "Financial Statements for the year ended March 31, 2017, and Independent Auditor's Report" (http://www.asean.or.jp/en/wp-content/uploads/2017/07/FY2016_Audit-Report.pdf).

The Annual Report on Revenues and Expenditures of the ASEAN-Japan Centre for FY2016 was approved by the Council by correspondence on July 14, 2017.

ANNEXES

Annex A

List of Council Directors (as of March, 2017)

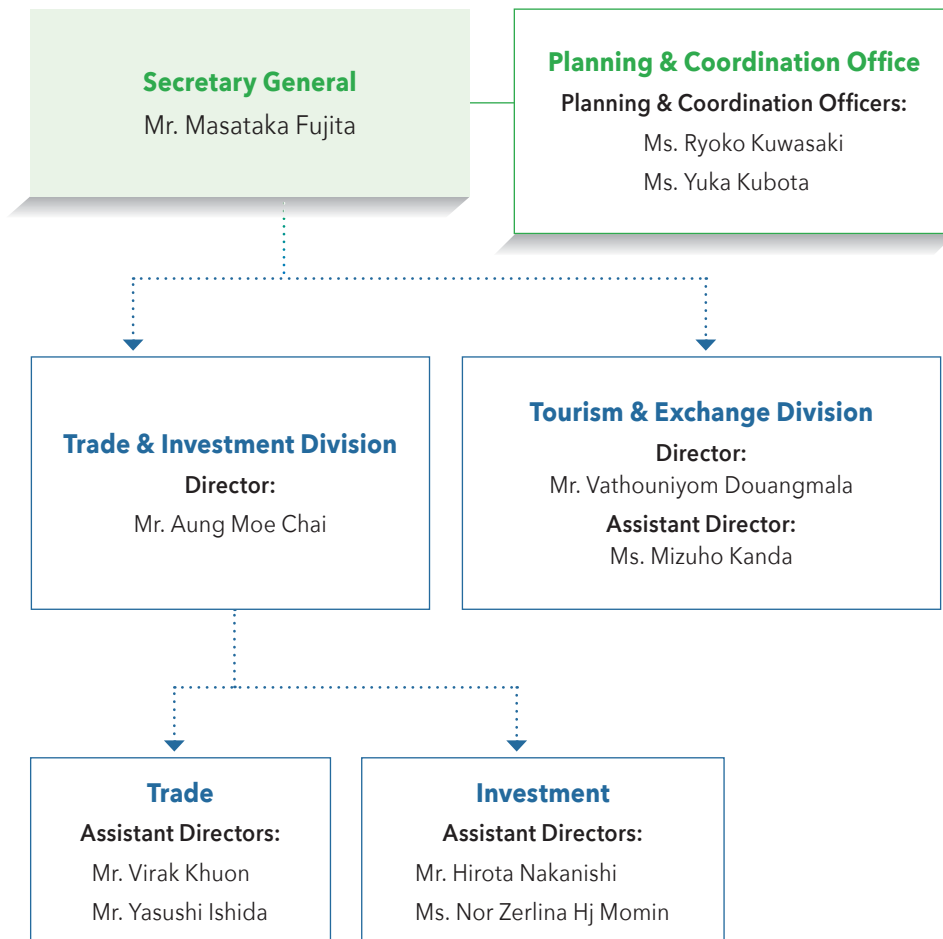
COUNTRY	NAME	POSITION	ORGANIZATION
Brunei Darussalam	Mr. Hakashah Abd Samad	Acting Head of Trade Promotion	Department of Economic Cooperation, Ministry of Foreign Affairs and Trade, Brunei Darussalam
Cambodia	H.E. Ms. Chea Kimtha	Ambassador	Royal Embassy of Cambodia
Indonesia	Ms. Arlinda	Director General	Directorate General of National Export Development (DGNED), Ministry of Trade, Indonesia
Japan	Mr. Kazuya Nashida	Director-General	Southeast and Southwest Asian Affairs Department, Ministry of Foreign Affairs, Japan
Lao P.D.R.	Mr. Phongsavanh Sisoulath	Director-General	ASEAN Department, Ministry of Foreign Affairs, Lao P.D.R.
Malaysia	Ms. Mastura Ahmad Mustafa	Senior Director	ASEAN Economic Integration Division, Ministry of International Trade and Industry, Malaysia
Myanmar	H.E. Mr. Thurain Thant Zin	Ambassador	Embassy of the Republic of the Union of Myanmar
Philippines	Mr. Eduardo M.R. Menez	Deputy Chief of Mission	Embassy of the Republic of the Philippines
Singapore	Mr. Tan Soon Kim	Assistant CEO	International Enterprise Singapore (IE Singapore)
Thailand	Mrs. Malee Choklumlerd	Director General	Department of International Trade Promotion (DITP), Ministry of Commerce Thailand
Vietnam	Mr. Bui Huy Son	Director General	Vietnam Trade Promotion Agency (VIETRADE), Ministry of Industry and Trade, Vietnam

List of Executive Board Representatives (as of March 2017)

COUNTRY	NAME	POSITION	ORGANIZATION
Brunei Darussalam	Ms. Jessica Tiah Hui Leng	Second Secretary	Embassy of Brunei Darussalam
Cambodia	Mr. Nhoun Mondol	Commercial Counsellor	Royal Embassy of Cambodia
Indonesia	Mr. Ben Perkasa Drajat	Minister and Deputy Chief of Mission	Embassy of the Republic of Indonesia
Japan	Mr. Daisuke Hasegawa	Deputy Director	Regional Policy Division, Asian and Oceanian Affairs Bureau, Ministry of Foreign Affairs
Lao P.D.R.	Ms. Somsanouk Vongsack	Minister Counsellor and Deputy Chief of Mission	Embassy of Lao P.D.R.
Malaysia	Mr. Shah Nizam Ahmad	Director	Malaysia External Trade Development Corporation (MATRADE), Tokyo Office
	Mr. Zahirul Ishak	Director	Malaysian Investment Development Authority (MIDA), Tokyo Office
Myanmar	Ms. Ei Ei Khine	Counsellor / Economic Attache	Embassy of the Republic of the Union of Myanmar
Philippines	Ms. Cassandra Karemaeh B. Sawadjaan	Second Secretary and Consul	Embassy of the Republic of the Philippines
Singapore	Mr. Sean Ong	Centre Director North Asia & Pacific Group	International Enterprise Singapore (IE Singapore), Tokyo Office
Thailand	Ms. Natiya Suchinda	Minister (Commercial)	Office of Commercial Affairs, Royal Thai Embassy
Vietnam	Mr. Nguyen Trung Dung	Commercial Counsellor	Embassy of the Socialist Republic of Vietnam

Annex B

CENTRE'S ORGANOGRAM IN FY2016 (as of March 2017)



2016 年度 投資関連事業総覧

FY2016 Investment Related Activities

プログラム Project	活動 Activity	参加者数等 Total No. of Participants	メディア Media Coverage	提案数 No. of Proposals	回答 No. of Actions (A) taken [including responses (R)]
ASEAN投資政策対話 Bilateral High Level Investment Policy Dialogues	9	2,484	51	16	T13: 8R/5A
CLMV大臣級政策対話 Ministerial Level Policy Dialogues for CLMV	6	370	10	4 (J)/1 (AMS)	T5: 1R/4A
地方の日系企業とのネットワーク構築 Networking in Local Cities in Japan	6	-	-	6	T6: 3R/3A
調査・分析 Research and Analysis on ASEAN FDI	1	-	-	-	-
ASEANリージョナルプログラム ASEAN Regional Programs	5	1,030	1	2	
アセアンホールを利用したセミナー Topics Specific Seminar organized at ASEAN-Japan Hall	28	3,002	9	-	-
情報提供 Publication/Website	9	-	-	-	-
後援イベント Supported Events	67	-	-	-	-
貿易投資部職員による講演 Lectures by AJC staff members	8	548	-	-	-

ASEAN国別高官対話／ Bilateral High level Investment Dialogues

ダイアログ Dialogue	日程 Date	場所 Place	
ドゥテルテ大統領来日記念 フィリピン経済フォーラム Philippine Economic Forum	10月26日 Oct. 26	東京 Tokyo	
ベトナム政府との対話：裾野産業、 Dialogue with Vietnam Government: Supporting Industry	10月27日 Oct. 27	東京 Tokyo	
ラオス計画投資大臣との対話 Dialogue with Lao MPI Minister	11月15日 Nov. 15	東京 Tokyo	
ミャンマー Thilawa SEZとBagoにおける産業集積の 可能性と課題 Prospect and Challenge for Industry Accumulation in Myanmar	12月9日 Dec. 9	東京 Tokyo	
タイ投資促進及び経済政策に関するハイレベル政策対話 High Level Policy Dialogue on Investment Promotion and Supporting Economic Policy in Thailand	2月13-18日 Feb. 13-18	バンコク Bangkok	
フィリピン貿易産業大臣との対話 Dialogue with Secretaries for Department of Trade and Industry	2月28日 Feb. 28	東京 Tokyo	
カンボジア投資フォーラム Cambodia Investment Dialogue	3月8日 Mar. 8	東京 Tokyo	
インドネシア政府との対話 Dialogue with Indonesia Government	3月9日 Mar. 9	ジャカルタ Jakarta	
ベトナム政府との対話：M&A国有企業の民営化 Dialogue with Vietnam Government: M&A Privatization of State-Run Corporation	3月13日 Mar. 13	ハノイ Hanoi	
TOTAL: 9 DIALOGUES			

	主な講演者 Main Speaker(s)	参加者数 No. of Participants	メディア Media Coverage	提案数 No. of Proposals	回答 No. of Responses	改善 No. of Action taken
	ロドリゴ・ロア・ドゥテルテ大統領 H.E. Mr. Rodrigo R. Duterte President of the Republic of the Philippines ラモン M. ロペス貿易産業大臣 H.E. Mr. Ramon M. Lopez Secretary, Department of Trade & Industry カルロス G. ドミンゲス財務大臣 H.E. Mr. Carlos "Sonny" Garcia Dominguez III Secretary, Department of Finance エマニュエル F. ピニョール農業大臣 H.E. Mr. Emmanuel "Manny" Piñol Secretary, Department of Agriculture アーネスト・ペルニャ国家経済開発長官 H.E. Honorable Ernesto Pernia Director-General, NEDA	1,000	23	1	-	1
	計画投資省副大臣グエン・ヴァン・チュン H.E. Mr. Nguyen Van Trung, Vice Minister, MPI	129	2	2	1	-
	H.E. Dr. Souphanh Keomixay, Minister Ministry of Planning and Investment スパン ケオミーサイ ラオス計画投資大臣	101	-	3	-	1
	ミャンマー投資委員会 委員長 兼 計画・財務省 チョウ ウィン大臣 H.E. U Kyaw Win, Minister, Ministry of Planning and Finance, and Chairman, Myanmar Investment Commission	230	2	4	2	2
	プラユット・チャンオチャ首相 H.E. General Prayut Chan-o-cha, Prime Minister ヒランヤ・スチナイ BOI長官 Ms. Hirunya Suchinai, Secretary General, BOI	14	17	2	1	1
	ラモン M. ロペス貿易産業大臣 H.E. Mr. Ramon M. Lopez Secretary, Department of Trade and Industry アーサー・P・ツガデ運輸大臣 H.E. Mr. Arthur P. Tugade, Secretary of Transportation マーク・A・ビリヤール公共事業道路大臣 H.E. Mr. Mark A. Villar Secretary of Public Works and Highways	610	2	1	1	-
	カンボジア首相府付大臣 開発評議会事務局長ソクチェンダ ソピア H.E. Mr. Sok Chenda Sophea Minister attached to Prime Minister and SG of CDC	173	-	1	1	-
	スシ・プジヤストゥティ海洋水産大臣 H.E. Susi Pudjiastuti Minister of Maritime Affairs and Fisheries	78	3	1	1	-
	計画投資省外国投資庁副長官グエン・ノイ Mr. Nguyen Noi, Deputy Director General, FIA, MPI	149	2	1	1	-
TOTAL NO. OF PARTICIPANTS: 2,484						

CLMV大臣級政策対話／ Ministerial Level Policy Dialogues for CLMV

ダイアログ Dialogue	日程 Date	場所 Place	主な講演者 Main Speaker(s)	参加者数 No. of Participants	メディア Media Coverage	提案数 No. of Proposals	回答 No. of Responses	改善 No. of Action taken
ベトナム計画投資省との 意見交換会 Dialogue with MPI, Vietnam	10月26日 Oct. 26	茨城 Ibaraki	計画投資省副大臣グエン・ヴァン・チュン H.E. Mr. Nguyen Van Trung Vice Minister, MPI	29	1	1	1	-
ラオス計画投資大臣との対話 Dialogue with Lao MPI Minister	11月17日 Nov. 17	福岡 Fukuoka	スパン ケオミーンサイ ラオス計画投資大臣 H.E. Dr. Souphanh Keomixay Minister, Ministry of Planning and Investment	68	1	2 (J1/L1)	-	2
ミャンマー計画・財務大臣と のサイクリカルシステムに 関する対話 Dialogue on Recycle System in Japan with Minister for Planning and Finance	12月8日 Dec. 8	神奈川 Kanagawa	ミャンマー投資委員会 委員長 兼 計画・財務省 チョウ ウィン大臣 H.E. U Kyaw Win, Minister Ministry of Planning and Finance and Chairman, Myanmar Investment Committee	10	2	1	-	1
ミャンマーとのフード バリューチェーンに関する 対話 Dialogue on Food Value Chain in Myanmar	2月15日 Feb. 15	マンダレー Mandalay	ミャンマー投資委員会 事務局長 兼 計画・財務省 アウンナインウ局長 U Aung Naing Oo, Secretary, Myanmar Investment Committee and DG, Ministry of Planning and Finance	154	5	1	-	1
ラオス経済・投資フォーラム in バンコク Dialogue on Lao Investment Environment in Bangkok	2月28日 Feb. 28	バンコク Bangkok	キケオ チャンタブリーラオス計画投資 副大臣、他 Dr. Kikeo Chanthabouly, Vice-Minister, Ministry of Planning and Investment, Lao P.D.R and Others	88	-	-	-	-
カンボジア開発評議会との 意見交換 Dialogue with Council for the Development of Cambodia (CDC)	3月9日 Mar. 9	広島 Hiroshima	カンボジア首相府付大臣開発評議会 事務局長 ソクチェンダ ソピア H.E. Mr. Sok Chenda Sophea, Minister attached to Prime Minister and SG of CDC	21	1	-	-	-
TOTAL: 6 DIALOGUES		TOTAL NO. OF PARTICIPANTS: 370						

地方の日系企業とのネットワーク構築／ Networking in Local cities in Japan

ネットワーク Networking	日程 Date	場所 Place	参加者 Participants(s)	参加者数 No. of Participants	メディア Media Coverage	提案数 No. of Proposals	回答 No. of Responses	改善 No. of Action taken
タイ 日本企業・団体とのネットワーク ワーキング(浜松) Thailand Networking with Japanese Investors and Organizations in Hamamatsu	10月6-7日 Oct. 6-7	浜松 Hamamatsu	BOI東京 BOI Tokyo	-	-	1	-	1
マレーシアネットワークワーキング交流会 (名古屋) Malaysia Networking with Japanese Investors in Nagoya	2月6-8日 Feb. 6-8	名古屋 Nagoya	マレーシア投資 開発庁 (MIDA) MIDA Tokyo	-	-	1	-	-
マレーシアダイアログ・ネット ワーキング交流会(札幌・帯広) Malaysia Dialogue and Networking Reception in Sapporo and Obihiro	2月20-21日 Feb. 20-21	札幌、帯広 Sapporo, Obihiro	マレーシア投資 開発庁 (MIDA) MIDA Tokyo	-	-	2	2	1
マレーシアネットワークワーキング交流会 (三重) Malaysia Networking with Japanese Investors in Mie Prefecture	3月6-8日 Mar. 6-8	三重 Mie	マレーシア投資 開発庁 (MIDA) MIDA Tokyo	-	-	1	-	1
ブルネイネットワークワーキング交流会 (札幌) Brunei Networking with Japanese Investors in Sapporo	3月16-17日 Mar. 16-17	札幌 Sapporo	ブルネイ大使館 Brunei Embassy Tokyo	-	-	1	1	-
ブルネイネットワークワーキング交流会 (福岡) Brunei Networking with Japanese Investors in Fukuoka	3月27-28日 Mar. 27-28	福岡 Fukuoka	ブルネイ大使館 Brunei Embassy Tokyo	-	-	-	-	-
TOTAL: 6 NETWORKING ACTIVITIES		TOTAL NO. OF PARTICIPANTS: -						

調査・分析／ Research and Analysis on ASEAN FDI

活動

Activity

ASEAN投資報告書2016翻訳

Translation of ASEAN Investment Report 2016 into Japanese
language by AJC staff members

完成しウェブ掲載済み

Completed and uploaded onto AJC website

情報提供事業（投資ガイド 翻訳・印刷・ウェブへのアップロード） Publication/Website

資料名 Printing/Web	印刷部数 Printed Number
インドネシア 投資に関するよくある質問 Indonesia FAQ in Investment	244
インドネシア投資アプリケーションガイドブック Indonesia Investment Application Guidebook	180
マレーシア 事業を行う際に必要な費用 MIDA Tokyo Investment related publications (3)	900 copies
フィリピン ダバオ地域のご紹介 Philippines Davao Region	170
タイ投資委員会投資促進ポスター Thai BOI Investment Promotion Poster	10
ベトナム投資ガイドブック USB版/冊子版 Vietnam Investment Guidebook in USB/in print	500/1,224
ASEAN投資報告2016（日本語版） ASEAN Investment Report 2016 (Japanese translation)	800

ASEANリージョナルプログラム／ ASEAN Regional Programs

ダイアログ Dialogue	日程 Date	場所 Place	
ASEAN経済共同体フォーラム ASEAN Economic Community Forum	6月1日 Jun. 1	大阪 Osaka	
シンポジウム：ASEAN設立50周年に向けて (1) 「ASEANへの投資・M&A」 -成長する富裕層と現地財閥- Toward the ASEAN 50th Anniversary Symposium (I) - M&As and Local Business Groups in ASEAN	8月25日 Aug. 25	東京 Tokyo	
シンポジウム：ASEAN設立50周年に向けて (2) 「ASEANの経済社会変動」 Toward the ASEAN 50th Anniversary Symposium (II) - Socio-Economic Changes	9月14日 Sep. 14	東京 Tokyo	
シンポジウム：ASEAN設立50周年に向けて (3) 「ASEANの貿易自由化と経済成長」 Toward the ASEAN 50th Anniversary Symposium (III) - Trade and Economic Integration	9月20日 Sep. 20	東京 Tokyo	
シンポジウム：ASEAN設立50周年に向けて (4) 「日本とASEANの関係、 ASEANの地域主義」 Toward the ASEAN 50th Anniversary Symposium (IV) - ASEAN-Japan Relations and Regionalism of ASEAN	10月7日 Oct. 7	東京 Tokyo	
TOTAL: 5 SYMPOSIUMS			

	主な講演者 Main Speaker(s)	参加者数 No. of Participants	メディア Media Coverage	提案数 No. of Proposals
	ASEAN事務総長 レ・ルオン・ミン H.E. Mr. Le Luong Minh Secretary General, ASEAN 日本アセアンセンター 事務総長 藤田正孝 Mr. Masataka Fujita Secretary General, ASEAN-Japan Centre	127	-	-
	KPMG FASディレクター木村昌吾 Mr. Shogo Kimura, Director, KPMG FAS Co. レコフデータ代表取締役 岩口敏史 Mr. Toshifumi Iwaguchi, President RECOF DATA Corporation	310	1	2
	日本総合研究所 上席主任研究員 大泉啓一郎 Dr. Keiichiro Ohizumi, JRI 京都大学東南アジア研究所 准教授 岡本正明 Dr. Masaaki Okamoto Associate Professor, Kyoto University	231	-	-
	日本大学教授 朽木昭文 Professor Akifumi Kuchiki, Nihon University, 国際貿易投資研究所研究主幹 高橋俊樹 Mr. Toshiki Takahashi, Institute for International Trade and Investment (ITI) 国際貿易投資研究所主任研究員 吉岡武臣 Mr. Takeomi Yoshioka, Researcher, ITI	183	-	-
	東京理科大学教授 大庭三枝 Dr. Mie Ohba, Professor Tokyo University of Science ASEAN日本政府代表部大使 須永和男 H.E. Mr. Kazuo Sunaga Ambassador, Mission of Japan to ASEAN 東京ASEAN委員会委員長 バンサーン ブンナーク (駐日タイ王国特命全権大使) H.E. Mr. Bansarn Bunnag Chairperson of ASEAN Committee in Tokyo, Ambassador of Thailand to Japan	179	-	-
TOTAL NO. OF PARTICIPANTS: 1,030				

アセアンホールを利用したレクチャー

Topic Specific Lectures organized by AJC at ASEAN-Japan Hall

セミナー Seminar	日程 Date	
ASEAN最新事情講座:ASEAN情報マップ ASEAN Update Lectures: ASEAN Information Map	4月25日 Apr. 25	
ASEAN最新事情講座:ASEAN情報マップ ASEAN Update Lectures: ASEAN Information Map	4月26日 Apr. 26	
ASEAN最新事情講座:ASEAN情報マップ ASEAN Update Lectures: ASEAN Information Map	4月27日 Apr. 27	
ASEAN最新事情講座:ASEAN情報マップ ASEAN Update Lectures: ASEAN Information Map	5月9日 May 9	
ASEAN最新事情講座:カンボジア政治経済 最新情報 Cambodia Political Economy Update	5月31日午前 May 31 AM	
ASEAN最新事情講座:カンボジア政治経済 最新情報 Cambodia Political Economy Update	5月31日午後 May 31 PM	
ASEAN最新事情講座:タイにおける人材採用&人事労務最新動向 Thailand Human Resource Update	6月3日 Jun. 3	
ASEAN最新事情講座:シンガポールにおける人材採用&人事労務最新動向 Singapore Human Resource Update	6月3日 Jun. 3	
ASEAN最新事情講座:インドネシアにおける人材採用&人事労務最新動向 Indonesia Human Resource Update	6月3日 Jun. 3	
ASEAN最新事情講座:マレーシアにおける 人材採用&人事労務最新動向 Malaysia Human Resource Update	6月3日 Jun. 3	
ASEAN最新事情講座:ベトナムにおける人材採用&人事労務最新動向 Vietnam Human Resource Update	6月3日 Jun. 3	
ASEAN最新事情講座:現地の提携先を含むASEANビジネス戦略立案考え方と留意点 ASEAN Business Strategy Making Program	7月27日 Jul. 27	
ASEAN最新事情講座:ベトナムの 農業・農業機 Agriculture and Farming Machinery in Vietnam	7月28日 Jul. 28	
ASEAN最新事情講座:ビジネスパーソンが 知っておくべきシンガポールの基礎知識 Singapore Political Economy Update	7月29日 Jul. 29	

	主な講演者 Main Speaker(s)	参加者数 No. of Participants	メディア Media Coverage
	日本アセアンセンター 投資担当部長代理 中西宏太 Mr. Nakanishi Hirota, Assistant Director (investment), AJC	119	-
	日本アセアンセンター 投資担当部長代理 中西宏太 Mr. Nakanishi Hirota, Assistant Director (investment), AJC	100	-
	日本アセアンセンター 投資担当部長代理 中西宏太 Mr. Nakanishi Hirota, Assistant Director (investment), AJC	97	-
	日本アセアンセンター 投資担当部長代理 中西宏太 Mr. Nakanishi Hirota, Assistant Director (investment), AJC	81	-
	カンボジア総合研究所 CEO/チーフエコノミスト 鈴木博 Mr. Hiroshi Suzuki, CEO/Chief Economist, Cambodia Research Institute	107	1
	カンボジア総合研究所 CEO/チーフエコノミスト 鈴木博 Mr. Hiroshi Suzuki, CEO/Chief Economist Cambodia Research Institute	118	1
	河野荘典 Mr. Sosuke Kono Managing Director, Pasona HR Consulting (Thailand) Co., Ltd.	92	1
	森村美咲 Ms. Misaki Morimura Sales & Marketing Manager, Pasona Singapore Pte Ltd.	63	1
	板橋光一 Mr. Koichi Itabashi Vice President/Director, PT Dutagriya Sarana8DGS 戸矢崎瑞穂 Ms. Mizuho Toyazaki Vice President/Director, PT Pasona HR Indonesia	80	1
	鉤伸秀 Mr. Nobuhide Magari Managing Director, Pasona HR Malaysia Sdn. Bhd.	67	1
	生賀正晃 Mr. Shoka Masaaki Senior Manager, Pasona Tech Vietnam Co., Ltd.	101	1
	株式会社アジア戦略アドバイザー 代表取締役 杉田浩一 Mr. Koichi Sugita, CEO, Japan Asia Strategic Advisory Co., Ltd.	105	-
	ベトナム計画投資省外国投資庁JICA投資環境整備 専門家 矢代博昭 Mr. Hiroaki Yashiro, JICA advisor in FIA, MPI, Vietnam	145	-
	北九州大学法学部政策科学科 教授 田村慶子 Prof. Keiko Tamura, Kitakyushu University	110	-



セミナー Seminar	日程 Date	
ASEAN最新事情講座: ビジネスパーソンが 知っておくべきタイの基礎知識 Thailand Political Economy Update	8月8日 Aug. 8	
ASEAN最新事情講座: 現地の提携先を含むASEANビジネス戦略立案考え方と留意点 II ASEAN Business Strategy Making Program II	9月9日 Sep. 9	
ASEAN最新事情講座: カンボジア、ラオス、ミャンマーの投資環境と法制度比較 Investment Environment and legal system of CLM	9月15日 Sep. 15	
ASEAN最新事情講座: インドネシアの構造 改革および金融政策 Structure Reform and Monetary Policy in Indonesia	10月14日 Oct. 14	
ASEAN最新事情講座: ミャンマーの投資環境と法制度比較 Investment Environment and legal system of Myanmar	10月28日 Oct. 28	
ASEAN最新事情講座 ASEANボリュームゾーン・ビジネスの可能性 Business Opportunity for Volume Zone in ASEAN	11月8日 Nov. 8	
ASEAN最新事情講座: カンボジアの投資環境と法制度比較 Investment Environment and legal system of Cambodia	11月14日 Nov. 14	
ASEAN最新事情講座: 検証: ASEAN経済共同体の創設—サービス、金融、運輸・交通 Review: AEC and its development on service, Finance, Transport and logistics	12月12日 Dec. 12	
ASEAN最新事情講座: インドネシア最新経済動向および2017年の見通し Indonesia: Progress on Reform, Recent Economic Performance and Outlook	12月13日 Dec. 13	
ASEAN最新事情講座: ラオスの投資環境と 法制度比較 Investment Environment and legal system of Lao	12月14日 Dec. 14	
ASEAN最新事情講座: ビジネスパーソンが 知っておくべきインドネシアの基礎知識 Indonesia Political Economy Update	12月15日 Dec. 15	
ASEAN最新事情講座: ASEANビジネスとリスクマネジメント ASEAN Business and Risk Management	2月6日 Feb. 6	
ASEAN最新事情講座: 大メコン圏の越境 物流、韓国・ベトナム企業のメコン進出、 産業人材育成の最新動向 Mekong, FDI from Korea into Vietnam, FDI from Vietnam to Mekong, etc.	3月2日 Mar. 2	

	主な講演者 Main Speaker(s)	参加者数 No. of Participants	メディア Media Coverage
	横浜市立大学国際総合科学部 教授 柿崎一郎 Prof. Ichiro Kakizaki, Yokohama City University	143	-
	株式会社アジア戦略アドバイザリー 代表取締役 杉田浩一 Mr. Koichi Sugita, CEO Japan Asia Strategic Advisory Co., Ltd.	85	-
	代表取締役 藪本雄登 Mr. Yuto Yabumoto, Managing Partner JBL Mekong Co., Ltd.	153	-
	インドネシア中央銀行副総裁 ミルザ アディヤスワラ Mr. Mirza Adityaswara Senior Deputy Governor, Bank Indonesia	118	1
	弁護士 佐野和樹 Mr. Sano, Japanese Lawyer JBL Mekong Myanmar Co., Ltd.	141	-
	株式会社矢野経済研究所 部長/主任研究員 浅井潤司 Kr. Junji Asai, Director Yano Research Institute Ltd.	113	-
	弁護士 村上暢昭 Mr. Nobuaki Murakami Japanese Lawyer, JBL Mekong Co., Ltd.	101	-
	国際貿易投資研究所客員研究員 助川 成也 亜細亜大学アジア研究所所長・教授 石川 幸一、他 Mr. Seiya Sukegawa, ITI Mr. Koichi Ishikawa, Professor, Asia University	123	-
	インドネシア中央銀行東アジア駐在事務所代表 レザ アンリンクスモ Mr. Reza Anglingkusumo, Chief Representative Bank Indonesia Representative Office for East Asia	69	1
	弁護士法人One Asia ラオス事務所代表 藪本雄登 Mr. Yuto Yabumoto, Representative of Lao Office One Asia Lawyers	78	-
	東京大学 東洋文化研究所 名誉教授 加納啓良 Mr. Hiroyoshi Kano, Emeritus Professor Institute for Advanced Studies on Asia, University of Tokyo	139	-
	テクステム・リソースズ 会長 小西史彦 Mr. Fumihiko Konishi Chairman, Texchem Resources Berhad	119	-
	藤村学 青山学院大学経済学部教授 池部亮 ジェトロ海外調査部アジア大洋州課長、他 Professor Manabu Fujimura, Aoyama Gakuin Univ. Dr. Ryo Ikebe, JETRO Others	110	-



セミナー Seminar	日程 Date	
ASEAN最新事情講座： 「ラオス ソンサイ副首相を迎えて」 ～ラオス伝統工芸品展示併設～ Lao Forum inviting Lao Deputy Prime Minister Sonexay with Lao Handicraft Companies	3月7日 Mar. 7	
TOTAL: 28 SEMINARS		

共催イベント(予算執行無し)

List of Supporting Event (In-kind contribution by the Centre)

セミナー Seminar	日程 Date	場所 Place	主催者 Organizer
ブルネイハラルビジネスセミナー Brunei Halal Business Seminar	Nov. 22	Tokyo Metropolitan Industrial Trade Center, Taito-kan	ERIA、ブルネイ大使館、JETRO、AJC ERIA, Prime Minister's Office Brunei, Brunei Embassy in Tokyo, JETRO and AJC
TOTAL: 1 SEMINAR & EVENT			

貿易投資部職員による講演

Lecture by AJC staff members, etc.

セミナー Seminar	日程 Date	場所 Place	
ASEAN情報マップ説明会 Brief on ASEAN Information Map	5月27日 May 27	東京 Tokyo	
ASEAN情報マップ説明会 Brief on ASEAN Information Map	6月15日 Jun. 15	東京 Tokyo	
ASEANアカデミック フォーラム ASEAN Academic Forum 2016	7月10日 Jul. 10	東京 Tokyo	
ASEAN情報マップ説明会 Brief on ASEAN Information Map	8月2日 Aug. 2	川崎 Kawasaki	
川崎グリーンイノベーション クラスターフォーラム Kawasaki Green Innovation Forum	8月26日 Aug. 26	川崎 Kawasaki	
ミャンマーとASEAN セミナー Myanmar and ASEAN Seminar	10月4日 Oct. 4	広島 Hiroshima	

	主な講演者 Main Speaker(s)	参加者数 No. of Participants	メディア Media Coverage
	ソンサイ・シーパンドーン副首相 カムリエン・ポンセナ計画投資省副大臣 ソムチット・インタミット商工業省副大臣、他 H.E. Dr. Sonexay Siphandone Deputy Prime Minister, Lao P.D.R. Dr. Khamlien Polsena, Vice Minister, MPI Mr. Somchit Inthamith, Vice Minister, MOIC	125	-
	TOTAL NO. OF PARTICIPANTS: 3,002		

	講演者 Speaker	主催者 Organizer	参加者数 No. of Participants
	日本アセアンセンター 中西宏太 Mr. Nakanishi Hirota Assistant Director (investment), AJC	海外インフラ研究会 Overseas Infrastructure Study Group	18
	日本アセアンセンター 中西宏太 Mr. Nakanishi Hirota Assistant Director (investment), AJC	シンフォニアテクノロジー(株) Sinfonia Technology Co. LTD.	40
	(パネリスト) 日本アセアンセンター 中西宏太 (Panelist) Mr. Nakanishi Hirota Assistant Director (investment), AJC	在日ASEAN青年ネットワーク The ASEAN Youth Network Japan	75
	日本アセアンセンター 中西宏太 Mr. Nakanishi Hirota Assistant Director (investment), AJC	川崎商工会議所他 Kawasaki CCI, etc.	115
	日本アセアンセンター 中西宏太 Mr. Nakanishi Hirota Assistant Director (investment), AJC	川崎市 Kawasaki City	95
	日本アセアンセンター 中西宏太 Mr. Nakanishi Hirota Assistant Director (investment), AJC	広島ASEAN協会 Hiroshima ASEAN Association	125



セミナー Seminar	日程 Date	場所 Place	
福岡グローバル塾 Brief on ASEAN Economy at Fukuoka Global Training	10月5日 Oct. 5	福岡 Fukuoka	
ASEAN情報マップ説明会 Brief on ASEAN Information Map	10月26日 Oct. 26	東京 Tokyo	
TOTAL: 8 SEMINARS			

展示会 Exhibition

イベント Event	日程 Date	場所 Place	主催者 Organizer
第14回ビジネスリンク商売繁盛 at パシフィコ横浜 Business Link at Pacifico Yokohama	2月10日 Feb. 10	パシフィコ横浜 Pacifico Yokohama	三菱東京UFJ銀行 The Bank of Tokyo-Mitsubishi UFJ
TOTAL: 1 EVENT			

センターワイドイベント Centre Wide Event (Prepared by IN staff)

イベント Event	日程 Date	
ASEAN大使講演シリーズ<ミャンマー> Ambassador Series Myanmar: Potential Business Opportunities in Hub of Asia	6月7日 Jun. 7	
ASEAN大使講演シリーズ<ラオス> Ambassador Series Lao P.D.R.: Business Opportunity in Bokeo Province, Laos, my electoral constituency	6月28日 Jun. 28	
国連世界投資報告書：投資企業国籍-政策上の課題 World Investment Report 2016	10月11日 Oct. 11	
ラオスネットワークギャザリング2017 Laos Network Gathering 2017	3月29日 Mar. 29	
TOTAL: 7 EVENTS		

	講演者 Speaker	主催者 Organizer	参加者数 No. of Participants
	日本アセアンセンター 中西宏太 Mr. Nakanishi Hirota Assistant Director (investment), AJC	福岡貿易会 Fukuoka Trade Association	25
	日本アセアンセンター 中西宏太 Mr. Nakanishi Hirota Assistant Director (investment), AJC	日本医療機器テクノロジー協会 Medical Technology Association of Japan	55
	TOTAL NO. OF PARTICIPANTS: 548		

	主な講演者 Main Speaker	参加者数 No. of Participants	メディア Media Coverage
	駐日ミャンマー特命全権大使 トゥレイン タン ズイン閣下 H.E. Mr. Thurein Thant Zin, Ambassador Embassy of the Republic of the Union of Myanmar	102	2
	駐日ラオス特命全権大使 ケントン・ヌアンタシン閣下 H.E. Mr. Khenthong Nuanthasing, Ambassador Embassy of the Lao People's Democratic Republic	97	-
	日本アセアンセンター 事務総長 藤田正孝 Mr. Masataka Fujita, SG, ASEAN-Japan Centre UNCTAD投資企業部 法務官 安達 潔 Mr. Kiyoshi Adachi, Legal Officer, UNCTAD	129	-
	ラオス人民民主共和国次期特命全権大使 ヴィロード・スンダーラー サワナケート県知事 サンティパープ・ポンヴィハーン H.E. Mr. Viroth Sundara Ambassador-designate Lao People's Democratic Republic to Japan H.E. Mr. Santiphap Phomvihane The Governor of Savannakhet Province, Lao P.D.R.	202	-

Annex D

Supporting Events for FY2016

No.	Name of the Event	Date	Place	Organizer
1	Japan ASEAN Youth Conference 2016	Apr. 9, 2016	Tokyo	Japan Association for Promotion of Internationalization
2	BJT: Business Japanese Proficiency Test	Apr. 1 - Dec. 31, 2016	Japan and 8 countries in Asian area	The Japan Kanji Aptitude Testing Foundation
3	Good Design Award 2016	Apr 1, 2016- Mar.31, 2017	Tokyo	Japan Institute of Design Promotion
4	Dong Nai investment and tourism promotion program in Tokyo	Apr. 16, 2016	Tokyo	Dong Nai People's Committee
5	ASEAN Career Forum 2016	Apr. 16, 2016	Tokyo	ASEAN Youth Organization-Japan
6	Japan Sakura Festival	Apr. 16-17, 2016	Vietnam	Japan Sakura Festival Executive Committee
7	Manila FAME	April 21-24, 2016	Philippines	Center for International Trade Expositions and Missions (CITEM)
8	Japan-Thailand Business Meeting	Apr. 22, 2016	Tokyo	Ministry of Industry, Thailand SME Support, JAPAN
9	Business Matching for the Philippine Software Industry Association	May. 10, 2016	Tokyo	Embassy of the Republic of the Philippines
10	Asian Festival 2016	May 10-15, 2016	Kagawa	Takamatsu Mitsukoshi, Inc.
11	Seminar: Japan-Indonesia Relations - from the fields of social and academic exchanges	May. 13, 2016	Tokyo	Japan-Indonesia Association
12	Seminar on investment and business opportunities in ICT industry, Malaysia	May. 16, 2016	Tokyo	Malaysia Investment Development Authority (MIDA)
13	Seminar organized by the Japan-China Industry Exchange Association in Kawasaki	May. 16, 2016	Kanagawa	The Japan-China Industry Exchange Association in Kawasaki
14	Selangor The Economic Powerhouse of Malaysia	May. 16, 2016	Tokyo	MIDA Tokyo Office
15	Singapore Investment Seminar	May. 17, 2016	Tokyo	International Enterprise Singapore
16	Singapore Investment Seminar	May. 17, 2016	Nagoya	International Enterprise Singapore
17	Singapore Investment Seminar	May. 19, 2016	Osaka	International Enterprise Singapore
18	Selangor The Economic Powerhouse of Malaysia	May. 20, 2016	Hyogo	MIDA Tokyo Office
19	Cruise Festa 2016	Mar. 20-22, 2016	Tokyo	Cruise Festa Executive Committee
20	Mekong 5 Countries Economy & Investment Seminar: Cambodia	May. 25, 2016	Kanagawa	Kawasaki Chamber of Commerce and Industry
21	Laos Festival	May 28-29, 2016	Tokyo	Tokyo Kokusai Gakuen High school
22	SJ50 Film Festival	Jun. 2016	Singapore	Red Dot Cinema / WASABI Creation Pte. Ltd

No.	Name of the Event	Date	Place	Organizer
23	34th Japan-Malaysia Economic Council Joint Conference	Jun. 1, 2016	Tokyo	Japan-Malaysia Economic Council
24	Vietnam Investment Study Session for Manufacturing Industry	Jun. 3, 2016	Kanagawa	Kanagawa Prefecture
25	The 12th Fukuoka International Gift Show 2016 & The 5th Fukuoka International Beauty Show 2016	Jun. 6-8, 2016	Fukuoka	Business Guide-sha, Inc,
26	Investment Seminar by Binh Duong Province, Vietnam	Jun. 7, 2016	Tokyo	People's Committee of Bing Dung Province
27	Investment Seminar by Binh Duong Province, Vietnam	Jun. 9, 2016	Osaka	People's Committee of Bing Dung Province
28	From Scholars to Scholars" Speakers Series 1	Jun. 11, 2016	Tokyo	MEXT Scholar's Network
29	Vietnam Festival 2016	Jun. 11-12, 2016	Tokyo	Vietnam Festival 2016 Executive Committee
30	Seminar: Deregulation and restrictive measures on foreign investment in Indonesia	Jun. 14, 2016	Tokyo	Japan-Indonesia Association
31	Thailand-Yokohama Business Meeting	Jun. 21, 2016	Kanagawa	Royal Thai Embassy in Tokyo
32	Mekong 5 Countries Economy & Investment Seminar: Laos	Jun. 27, 2016	Kanagawa	Kawasaki Chamber of Commerce and Industry
33	Vietnam-Japan Economic and Trade Cooperation Seminar & Business Matching	Jul. 5, 2016	Tokyo	Embassy of Vietnam in Japan
34	Seminar: Current status on Japan's ODA for Indonesia	Jul. 8, 2016	Tokyo	Japan-Indonesia Association
35	The 13th Saitama-Asia Forum	Jul. 8, 2016	Saitama	Saitama Prefecture
36	ASEAN Academic Forum: 2016	Jul. 10, 2016	Tokyo	ASEAN Youth Network in Japan
37	Investment Promotion Seminar on the ASEAN Market Designating Singapore as the Home base	Jul. 12, 2016	Tokyo	Asia Leader's Association
38	Snadai Khmer Painting and Photo Exhibition	July 14-17, 2016	Tokyo	Cambodia Local NGO Snadai Khmer
39	Seminar on the Revision of the Negative List of Indonesia	Jul. 15, 2016	Tokyo	Japan-Indonesia Association
40	Bonds of Ocean Asia Festa 2016 in Kasai Summer	July 23-31, 2016	Tokyo	Bonds of Ocean Asia
41	JDFA Football Clinic in Bangkok	Jul. 24, 2016	Thailand	Japan Dream Football Association
42	JDFA Football Clinic in Suphanburi	Jul. 24, 2016	Thailand	Japan Dream Football Association
43	Seminar and Business Matching with CEOs from Myanmar SMEs	Jul. 26, 2016	Tokyo	SME Support, Japan
44	Seminar and Business Matching with CEOs from Myanmar SMEs	Jul. 28, 2016	Fukuoka	SME Support, Japan

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No.	Name of the Event	Date	Place	Organizer
45	Latest trends in ASEAN Seminar	Aug. 2, 2016	Kanagawa	Kawasaki Chamber of Commerce and Industry
46	Indonesia Business Workshop: Central Java and East Java	Aug. 10, 2016	Tokyo	BKPM: Indonesia Investment Promotion Center
47	Saitama Shintoshin Omatsurihiroba Water Festival	Aug. 13-15, 2016	Saitama	Saitama Arena Co., Ltd.
48	Kawasaki Green Innovation Cluster Forum	Aug. 26, 2016	Kanagawa	Kawasaki City
49	Indonesia Business Workshop: West Papua, North Sumatra and Batam FTZ	Sep. 1, 2016	Tokyo	BKPM: Indonesia Investment Promotion Center
50	Seminar on Indonesia's Investment Climate and Japanese Enterprises	Sep. 12, 2016	Tokyo	Japan-Indonesia Association
51	Business Meetings with Organizations from Thailand	Sep. 13, 2016	Fukuoka	SME Support, Japan
52	Thailand Investment Seminar	Sep. 13, 2016	Tokyo	BOI Tokyo Office
53	Thailand Investment Seminar	Sep. 14, 2016	Miyagi	BOI Tokyo Office
54	Business Meetings with Organizations from Thailand	Sep. 15, 2016	Okayama	SME Support, Japan
55	Business Meetings with Organizations from Thailand	Sep. 16, 2016	Hyogo	SME Support, Japan
56	Thailand Investment Seminar	Sep. 16, 2016	Fukuoka	BOI Tokyo Office
57	Inaugural Seminar for the Nutrition Improvement Project Promotion Platform	Sep. 21, 2016	Tokyo	Japan Food Industry Association
58	The 55th Osaka International Gift Show Spring 2016	Sept. 28-29, 2016	Osaka	Business Guide-sha, Inc.
59	Bonds of Ocean Asia Fest 2016 in Kasai Autumn	Oct. 1-10, 2016	Tokyo	Bonds of Ocean Asia
60	From Scholars to Scholars" Speakers Series 2	Oct. 1, 2016	Tokyo	MEXT Scholar's Network
61	Sakai ASEAN Week	Oct. 3-16, 2016	Osaka	Sakai ASEAN Week Executive Committee
62	Seminar on Myanmar and ASEAN	Oct. 4, 2016	Hiroshima	Hiroshima ASEAN Association
63	International Red-White Singing Festival 2016	Oct. 10, 2016	Tokyo	Red-White Singing Festival Executive Committee
64	Tokyo-Manila Jazz & Arts Festival 2016	Oct. 14 and 16, 2016	Tokyo	Star Bridge Association
65	Asian Food Show 2016	Oct. 18-20, 2016	Osaka	International Business Promotion Center Osaka
66	Manila Fame	Oct. 20-22, 2016	Philippines	Department of Trade and Industry, Philippines / CITEM
67	From Borobudur to Angkor Wat - on Restoration of Cultural Heritage	Oct. 22, 2016	Tokyo	Sohpia Asia Centre for Research and Human Development
68	Indonesia Business Workshop: East Java	Oct. 24, 2016	Tokyo	Embassy of Indonesia in Japan
69	HR development programs to expand overseas operations	Oct. 25-27, 2016	Tokyo	Japan Food Industry Association

No.	Name of the Event	Date	Place	Organizer
70	Conference on IT Utilization to Strengthen Economic and Social Infrastructure	Oct. 26, 2016	Tokyo	CICC
71	Oishii JAPAN 2016	Oct. 27-29, 2016	Singapore	Oishii JAPAN Executive Committee
72	Vietnam Festa in Kanagawa	Oct. 28-30, 2016	Kanagawa	Vietnam Festa in Kanagawa Executive Committee
73	Seminar on Terrorist activities by Islamic militants in the ASEAN region	Oct. 28, 2016	Tokyo	Japan-Indonesia Association
74	Vietnam Investment Seminar in conjunction with the Vietnam Festa in Kanagawa	Oct. 28, 2016	Kanagawa	Kanagawa Prefecture
75	The 11th ASEAN Festival	Oct. 30, 2016	Tokyo	ASEAN Youth Network in Japan
76	Japan-ASEAN Youth Leaders Summit	Oct. 31 - Nov. 2, 2016	Tokyo	Office for International Youth Exchange, Cabinet Office, Government of Japan
77	Myanmar Seminar	Nov. 10, 2016	Osaka	Mitsubishi Tokyo UFJ Bank
78	Myanmar Seminar	Nov. 11, 2016	Nagoya	Mitsubishi Tokyo UFJ Bank
79	Myanmar Seminar	Nov. 12, 2016	Tokyo	Mitsubishi Tokyo UFJ Bank
80	Vietnamese Students Human Resource Seminar	Nov. 15, 2016	Kanagawa	Kawasaki CCI
81	Batam Free Trade Zone Investment Seminar	Nov. 15, 2016	Kanagawa	Batam Free Trade Zone Authority
82	Japan-Philippines Business Investment Forum 2016	Nov. 22, 2016	Tokyo	Embassy of the Republic of the Philippines and Nikkei BP Co., Ltd.
83	Briefing Session on the Vietnam Japan University	Nov. 23, 2016	Kyoto	JICA
84	Briefing Session on the Vietnam Japan University	Nov. 24, 2016	Nagoya	JICA
85	Japanese Companies in Indonesia and Issues Faced	Nov. 25, 2016	Tokyo	Japan-Indonesia Association
86	Briefing Session on the Vietnam Japan University	Nov. 26, 2016	Tokyo	JICA
87	HR development programs to expand overseas operations	Nov. 29-Dec.1, 2016	Hyogo	Japan Food Industry Association
88	JICA Investment Seminar for Emerging Market Countries	Dec. 6, 2016	Tokyo	JICA
89	JICA Investment Seminar for Emerging Market Countries	Dec. 7, 2016	Nagoya	JICA
90	Business Matching & Seminar with CEOs from the Philippines	Dec. 8, 2016	Osaka	SME Support, Japan
91	JICA Investment Seminar for Emerging Market Countries	Dec. 8, 2016	Hiroshima	JICA
92	JICA Investment Seminar for Emerging Market Countries	Dec. 9, 2016	Fukuoka	JICA
93	JICA Investment Seminar for Emerging Market Countries	Dec. 12, 2016	Ehime	JICA

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No.	Name of the Event	Date	Place	Organizer
94	Mekong 5 Countries Economy & Investment Seminar: Vietnam	Dec. 14, 2016	Kanagawa	Kawasaki Chamber of Commerce and Industry
95	U-14 ASEAN Dream Football Tournament 2016	Dec. 19-25, 2016	Thailand	U-14 ASEAN Dream Football Tournament 2016 Executive Committee
96	Halal Business Seminar	Dec. 19, 2016	Kanagawa	JICA, Yokohama International Center
97	Joco Widodo Government's 3rd Year: Visions and Issues	Dec. 20, 2016	Tokyo	Japan-Indonesia Association
98	HR development programs to expand overseas operations	Dec. 21-23, 2016	Nagoya	Japan Food Industry Association
99	Research project for Japanese Industries in Thailand	Jan. 1-31, 2017	Japan	Hyogo University
100	BJT: Business Japanese Proficiency Test	Jan. 1, 2017 - March 31, 2018	ASEAN and Japan	Japan Kanji Aptitude Testing Foundation
101	Good Design Award 2017	Jan. - Dec. 2017	Tokyo	Japan Institute of Design Promotion
102	HR development programs to expand overseas operations	Jan. 17-19, 2017	Miyagi	Japan Food Industry Association
103	Issues in Corporate Activities in Indonesia	Jan. 18, 2017	Tokyo	Japan-Indonesia Association
104	Actual Facts on Recruitment and Personnel Systems in Five Member States of the ASEAN	Jan. 19, 2017	Kanagawa	Kanagawa Labor and Industry Authority
105	Mekong 5 Countries Economy & Investment Seminar: Thailand	Jan. 19, 2017	Kanagawa	Kawasaki Chamber of Commerce and Industry
106	Inspection Visit to Myanmar	Feb. 5-10, 2017	Myanmar	Hiroshima ASEAN Association
107	ASEAN Forum	Feb. 7, 2017	Aichi	Nagoya International Exchange and Meeting Executive Committee
108	Vietnam Investment Seminar in Pharmaceutical and Medical Industry	Feb. 8, 2017	Osaka	Invest Promotion Center South Vietnam
109	Cambodia Economic and Financial Minister Seminar	Feb. 8, 2017	Tokyo	Japan-Cambodia Association
110	Vietnam Investment Seminar in Pharmaceutical and Medical Industry	Feb. 9, 2017	Tokyo	Invest Promotion Center South Vietnam
111	History and Current Status of Petroleum and Natural Gas Development in Indonesia	Feb. 14, 2017	Tokyo	Japan-Indonesia Association
112	HR development programs to expand overseas operations	Feb., 2017	Tokyo	Japan Food Industry Association
113	Nikkei Global Strategy Forum	Feb. 15, 2017	Tokyo	Nikkei Business Publications Inc.
114	Kawasaki International Eco-Tech Fair 2017	Sept. 16-17, 2016	Kanagawa	Kawasaki International Eco-Tech Fair 2017 Executive Committee
115	Seminar on Muslim Tourism in Japan	Feb. 17, 2017	Tokyo	Japan Chamber of Commerce and Industry
116	ASEAN Environmental Technology Transfer Forum in Mie Prefecture	Feb. 18, 2017	Mie	International Center for Environmental Technology Transfer
117	Job hunting support event for ASEASN students: meeting with OGs/OBs from the ASEAN region	Feb. 18, 2017	Tokyo	ASEAN Youth Network in Japan

No.	Name of the Event	Date	Place	Organizer
118	Sustainable Education Summit 2017	Feb. 20, 2017	Tokyo	Japan Association for Promotion of Internationalization
119	ASEAN Medical Equipment: Business Meeting with CEOs & Seminar	Feb. 22, 2017	Hyogo	SME Support, Japan
120	ASEAN Medical Equipment: Business Meeting with CEOs & Seminar	Feb. 23, 2017	Tokyo	SME Support, Japan
121	ASEAN Medical Equipment: Business Meeting with CEOs & Seminar	Feb. 24, 2017	Tokyo	SME Support, Japan
122	Mekong 5 Countries Economy & Investment Seminar: Myanmar	Feb. 27, 2017	Kanagawa	Kawasaki Chamber of Commerce and Industry
123	Business Seminar on Updated Business Information in the Mekong Region	March 7, 10, 17, 2017	Tokyo	Japan-Mekong Economic Committee
124	Idea Sharing among Cambodia Student Association in Japan	Mar. 11, 2017	Tokyo	Cambodia Student Association in Japan
125	Training Program on Promotional Platform for Nutrition Improvement Projects	Mar. 13, 2017	Tokyo	Japan Food Industry Association
126	The 57th Osaka International Gift Show, Spring 2017	Mar. 15-16, 2017	Osaka	Business Guide-sha, Inc.
127	Myanmar Contemporary Art Exhibition	Mar.15-Apr. 15, 2017	Tokyo	ASIAN ARTISTS NETWORK
128	Bonds of Ocean Asia Festa 2017 in Kasai Spring	March 18-26, 2017	Tokyo	Bonds of Ocean Asia
129	Special Lecture by Takehiko Nakano, the President of the Asian Development Bank (ADB)	Mar. 22, 2017	Kanagawa	JICA, Yokohama International Center
130	Indonesian Economy and Industrial Group	Mar. 23, 2017	Tokyo	Japan-Indonesia Association
131	ASEAN-Japan Debut Research Presentations & Discussions	Mar. 27, 2017	Tokyo	Saitama University Student Group FRDSU

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