



# ANNUAL REPORT

OF THE ASEAN-JAPAN CENTRE FOR  
FISCAL YEAR 2017: RESULTS AND IMPACT ANALYSIS



ASEAN-JAPAN  
CENTRE







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ASEAN-JAPAN  
CENTRE

国際機関 日本アセアンセンター

# 2017 HIGHLIGHTS

Mr. Somvang Ninthavong, Director General of Department of Trade Promotion, Ministry of Industry and Commerce of Lao P.D.R. expressed his appreciation in the letter dated 13 November 2017 addressed to SG Fujita that the workshop organized by AJC created greater opportunity for the Lao government to understand the condition of the market, which will help Lao exporters being more successful.

Mr. Vu Ba Phu, Director General of VIETRADE, Ministry of Industry and Trade, Viet Nam:

*« We would like to thank AJC's initiative for developing the study of NEM that will help our understanding and consideration for making effective policies for trade promotion. »*

During Seminar on Non-Equity Mode (NEM) in Viet Nam, 29 February 2018.

His Excellency Mr. Sok Chenda Sophea, Minister attached to the Prime Minister and Secretary General, Council for the Development of Cambodia:


*« It's a great occasion provided by AJC that I can come to talk on Cambodia investment opportunity to Japanese businesspeople in Tokyo and Sendai. Thank to Mr. Fujita, Secretary General of AJC for leading his team to organize this important forum, his comments on future direction for investment in Cambodia are significant and actual. »*

During Cambodia investment seminar, 19-20 February 2018.

*Inviting a total of 67 government officials from all of the 10 ASEAN Member States, 2 seminars on "Courier Services" and "Transportation Services", and "Tourism Services" were held in Malaysia and Thailand with the production of 3 papers on promoting services trade in ASEAN.*







His Excellency Dr. Souphanh Keomixay, Minister of Planning and Investment, Lao P.D.R.:

*« The great support from ASEAN-Japan Centre made the mission successful, and I was very much impressed by the professionalism and devotion of your staff. »*

Letter dated 26 December 2017, addressing to the Secretary General of AJC and referring to Lao Economy and Investment Forum in Osaka and Nagoya on 14-18 November 2017.

Director of MIDA, Mr. Zahirul Ishak:

*« The business and investment discussion fostered closer collaboration between ASEAN-Japan Centre and the officials from Malaysia. »*

Reflected in MIDA Report.

Ms. Seah S. Lee, Head of Northeast Asia, Singapore International Arbitration Centre.

*« AJC is playing a great role in organizing this forum - dispute settlement and arbitration - as most of the case going to Singapore came from ASEAN countries. And the trend indicated significant increase of Japanese company cases. »*

A discussion with AJC just right before the start of the seminar on 22 January 2018.

H.E. Mr. Aung Naing Oo expressed his thanks to AJC:

*« Thank AJC, especially Mr. Fujita, Secretary General of AJC for organizing this important event to disseminate our new company law. I do hope that Japanese investors could understand more the differences between old law and new law. This is very important for Myanmar to accommodate more FDI, creating more job in the country. »*

From seminar on 16 March 2018.





# CALENDAR FOR FY2017

## SUBSTANTIVE ACTIVITIES

- School Exchange Program: Event for children  
"ASEAN Kids Day" Aug. 5
- Visit ASEAN@50 event: Girls, be a traveler! -  
Let's go to ASEAN- Aug. 20
- Publications of and seminar on "Courier  
Services" and "Transport Services" Sep. 11-12
- Training Program on Interpretive Planning  
Sep. 12-15
- NEM Seminar in Manila  
Sep. 29
- Technical Workshop on Accessible Tourism for  
MmPSTV, Oct. 15-20
- Export Capacity Building in Lao P.D.R.  
Oct. 17-20
- Tourism Promotion Seminar in Lao P.D.R., Oct. 3  
and in Cambodia, Oct. 6
- Publication of and seminar on  
"Tourism Services" Nov. 30 - Dec. 2
- The 2<sup>nd</sup> ASEAN-Japan Women Entrepreneurs'  
Linkage Program, Dec. 3-6
- High-level 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)
- ASEAN Regional Programs: 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)
- School Exchange Program: ASEAN introductory  
classes at an elementary school, Jan. 20
- Mekong Tourism Award, Feb. 3
- Follow-up Workshop on Export Capacity  
Building for Lao P.D.R., Feb. 27
- Follow-up Seminar on Accessible Tourism  
Mar. 1

1 April  
2017

## PARLIAMENTARY ACTIVITIES

### 13 April, Jeju, Korea

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

### 20 June, Tokyo

1<sup>st</sup> Executive Board Meeting

### Commemorative Activities for the 50<sup>th</sup> Anniversary of ASEAN

- 1<sup>st</sup> symposium (co-organized with ACT), Aug. 8
- 2<sup>nd</sup> symposium (co-organized with ITI), Sep. 13
- 3<sup>rd</sup> symposium (co-organized with KEF), Nov. 14
- 4<sup>th</sup> symposium (co-organized with ERIA), March 1, 2018
- ASEAN's 50<sup>th</sup> Anniversary Commemorative Reception  
(co-organized with ACT), Nov. 21



### 8 February, Tokyo

2<sup>nd</sup> Executive Board Meeting

### 25-27 January, Chiang Mai, Thailand

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.



### 27 March, Tokyo

37<sup>th</sup> Annual Meeting of the Council

The Meeting was chaired by Mr. Phongsavanh Sisoulath, Director  
General of ASEAN Department, Ministry of Foreign Affairs of Lao  
P.D.R.

Main agenda included:

- Reappointment  
of the incumbent  
Secretary General;  
and
- Review of the  
current state  
of financial  
contributions by  
Member States



FISCAL YEAR 2017

31 March  
2018



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# I. FACING THE REALITY

The Centre has continued to do reform to make it more relevant, more efficient and more impactful with more attention to quality. The Centre has to adapt itself to a new reality which has been shaped by factors emanating from both within and outside of ASEAN. Thus, the past two years of the Centre since the current Secretary General joined is a history of the reform.

The basic principles of the Centre's reform lie in the following three tenets:

- The Centre should acknowledge itself that it is an international organization. All activities undertaken by the Centre have a nature that is best exploited by international organizations.
- Sustainable development is mainstreamed in all activities. The Centre's activities are implemented within the current development framework governing all countries including those in ASEAN.
- All activities should be result-based. Formulation, implementation and evaluation of projects are done with result-based management.

As a result, the Centre's activities are intended to be core-competency based, demand-driven and ahead of the curve. The Centre has undertaken the reform for both administrative functions and substantive work, taking into account the three tenets above.

The administrative reform includes the following:

- Establishment of the vision and the mission statement of the Centre;
- Imbuement of the concept of "work as one" and "deliver as one" into the Centre;
- Issuance of documents relating to enforcement of new administrative rules and regulations of the Centre;
- Establishment of fair and transparent recruitment process for new staff members with clear job description;
- Introduction of personnel evaluation system based on result-oriented performance by individual staff members; and
- Commencement of capacity- and knowledge-building training for staff members.

These administrative reform points strengthen the substantive work of the Centre that was also reformed substantially in the past two years. The Centre has established the core value system based on which all activities are evaluated with SMART (specific, measurable, achievable, relevant and time bound) indicators. The core values of the Centre measure relevance, quality, efficiency and impact/effectiveness of activities. In order for the Centre to tackle the current and important issues faced by ASEAN, it has introduced new approaches to the selection of activities:

- The regional approach. The Centre has emphasized more the activities covering the whole region, rather than individual countries;
- The integrated approach. The interaction of capacity-building activities and research and policy-oriented activities to derive synergies from the two;
- The multidisciplinary approach. The issues facing and to be resolved by ASEAN are so complicated that they cannot be tackled from a single discipline alone.
- The inclusive approach. Activities to reduce the development gap among ASEAN Member States are paramount to divert any downside effects of a development divide.
- The universal approach. All stakeholders are involved in implementation of and share the benefits from activities.
- The knowledge-building approach. Staff members are the actors to implement activities. They should gain constantly new and required knowledge to understand and implement the activities more efficiently and effectively.

Because of these new evaluation and project approaches, the Centre overviewed all past activities and decided to terminate some, transform others and introduce new ones.

The Centre has worked under this new reform over the past two years, producing results. The results for FY2017 (April 2017 to March 2018) culminate in reaching 159 for the number of result-based activities, 92 more than in FY2016, under 24 work programs (Table 1).

There are a number of reasons for praising the Centre for the results achieved. Yet, the Centre and its stakeholders are not ready to be satisfied with the current achievements, and there is a belief that it can do more and better.

A paradigm shift to sustainable development and new demand from stakeholders necessitate the Centre to be more responsive, agile, and adaptive to a variety of needs.

With two years of enforcement of result-based management and result-based implementation in both administration and substantive work, the result-based culture has been imbued into daily life of the Centre and its activities have been implemented accordingly with confidence. As an international organization supported by taxpayers' money, the Centre has to be responsible for what it has done, it is doing and it will do. This responsibility is measured by the Centre's four core values of operations – relevance, quality, efficiency and impact/effectiveness. These core values determine the direction, content and result-orientation of the activities that the Centre should embark upon. The Centre continues to conceive and create new indicators to measure such values, and they vary by activity.

The Centre should be accountable to taxpayers, governments and other stakeholders of all Member States for its activities. The Centre has to be exposed more to, and assessed by these stakeholders with regard to whether the Centre is a really useful organization, while satisfying the various current needs of Member States. As many activities are undertaken with ASEAN Member States, both the Centre and individual Member States should be accountable for every dollar to be spent and every action to be taken in implementing activities.

ASEAN is the region that is growing faster and more dynamically than any other. Technology is also developing in every corner of the economy and affects every single person of the region. Because of this, the Centre should move faster and be able to react to possible changes emanating from this evolution. The Centre should be more agile and turn the fact that it is small in size into an advantage. Agility is required under the current situation. Only then will the Centre be able to accommodate various requests and enter new fields of promotion in trade, investment, tourism and exchange of persons.

The following three points are important as a note of caution. The first point is related to the globalization of ASEAN. As a community, ASEAN is supposed to receive all benefits emanating from the region, but because of globalization not all these benefits remain in the region. What is important for ASEAN is to strike the right balance between the benefits that accrue to the region and those that leave the region. Maximizing local value added is an important consideration point for any activity undertaken by the Centre.

Second, given that the budgetary situation continues to be tight, in order to maximize the value of activities and minimize the costs, the Centre should continue to explore the way of collaborating with, and seeking expertise from, other (international) organizations.

As the third point, the Centre should hire staff members who are able to undertake result-based activities and have capacities to do research and policy analysis.

With these general three points, new activities should be considered to incorporate the following elements:

- Activities that take into account the ASEAN-Japan relationships from a global point of view. The current production networks created by Japan in ASEAN, for example, extend into the United States, Europe, China and other Asian countries. Therefore, it is useless to discuss only the ASEAN-Japan relationship in isolation. This relationship should be considered from a wider and even global perspective.



37<sup>th</sup> Annual Meeting of the Council

- Rebalancing economic power of ASEAN in its relation to Japan should call upon new aspects of activities that focus on, for example, investment from ASEAN, joint ventures and strategic alliance between ASEAN and Japan.
- Wider and larger FTAs than ASEAN are emerging. These FTAs such as TPP and RCEP include some or all ASEAN member states. This evolution of new regional blocs changes the scenario of an ASEAN economic community and its positioning in the globalization drive of ASEAN.
- Activities on global issues concerning not only economic but also social and environmental factors, all of which are related to sustainable development, are assuming more importance than ever in the development agenda of ASEAN. Therefore, these activities have become important for the Centre.

The staff training program for FY2017 is on IT skill enhancement. It started in March 2018 at the division or section level to identify the problems related to IT and enhance the IT skills required to perform duties more efficiently and effectively.

**TABLE 1. THE CENTRE'S PRODUCT PORTFOLIO, FY2017**

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 issues related to economic partnership
	Policy dialogue
	Information system

Note: Shaded areas are those for which the Centre has not identified any activities in FY2017.



## 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	Networking with Japanese investors in local cities	<ul style="list-style-type: none"> <li>• Workshop on sustainable tourism: accessible tourism for MmPSTV and follow-up seminar</li> <li>• Theme-based tourism promotion</li> <li>• Training program on interpretive planning</li> </ul>	Exchange program for youth
		CLMV tourism promotion	
Promoting trade in creative industries			
	ASEAN Human Resources Development Programme		AEAN-Japan women entrepreneurs' linkage program
Multi-disciplinary research on ASEAN for sustainable development Commemorative activities for the 50th anniversary in ASEAN			
<ul style="list-style-type: none"> <li>• Promoting service trade</li> <li>• Promoting new forms of trade between Japan and ASEAN</li> </ul>	<ul style="list-style-type: none"> <li>• Research and policy analysis on FDI trends in ASEAN by AJC</li> <li>• High-level dialogue between ASEAN high-ranking officials and Japanese investors</li> <li>• Ministerial-level policy dialogue program for CLMV</li> <li>• Knowledge-building for company-strategy making process</li> <li>• ASEAN Regional Programs</li> </ul>		
Value chains, SMEs and AEC			
ASEAN Information Map			
	Disseminate and outreaching	Outreach/Tourism P.R. activities	

**TABLE 2. RESULTS AND IMPACT HIGHLIGHTS OF WORK ACTIVITIES, FY2017 :  
DERIVED FROM THE PERFORMANCE APPRAISAL FRAMEWORK OF EACH MANDATED AREA**

Key areas of work	Core values	
	Relevance	Quality
Technical cooperation: capacity building	<p><b>Trade</b> The CLMV support program for export capacity-building helps private sectors as participants acquire the latest export knowledge necessary for the international trading business in a competitive situation from the resource persons, government officials and other stakeholders.</p> <p><b>Investment</b> Emphasize investment potential of ASEAN to Japanese investors at prefecture city and local levels. The activities promoted a better awareness among business communities.</p> <p><b>Tourism</b> Supported capacity-building for tourism stakeholders in ASEAN Member States. Promote inbound tourism from ASEAN Member States to Japan through a series of seminars on how to receive Muslim tourists from ASEAN countries. Supported capacity-building for tourism stakeholders in ASEAN Member States through developing skills and abilities of senior level stakeholders at selected heritage sites in these regions in terms of interpretive planning, and enhancing the quality of visitor services and resource protection in the selected heritage sites in these regions.</p> <p><b>Exchange</b> Understanding of ASEAN Member States among Japanese children and students was developed through Youth Exchange Program.</p>	<p><b>Trade</b> I. Export capacity building A questionnaire survey was conducted at the end of the program. - the rating of the level of satisfaction with the overall program is 85%. (Excellent 30%, Very satisfactory 55%) II. Import promotion A questionnaire survey was conducted for the participants. -1<sup>st</sup> seminar: 96% (Very useful 51%, Useful 45%) -2<sup>nd</sup> seminar: 76% (Very useful 12%, Useful 64%) -3<sup>rd</sup> seminar: 90% (Very useful 32%, Useful 58%)</p> <p><b>Investment</b> Japanese stakeholders were highly satisfied with the activities and appreciated it as a good way of receiving useful, and comprehensive information as well as building connections with ASEAN Member State officials.</p> <p><b>Tourism</b> Questionnaire survey from participants: All 13 participants commented that the program helped them deepen their knowledge of Japan's approach to accessible tourism and found the program very useful. No. of seminars: 6 Total number of seminar participants: 445 Participants gained familiarity with the concept of interpretive planning, positive changes of the participants' knowledge of, attitude towards, and skills of interpretive planning, and efficient and effective approaches to quality visitor services and site management at the participants' sites.</p> <p><b>Exchange</b> Total of 12 ASEAN introductory classes were conducted at an elementary school, and 8 activities including workshops were held during the ASEAN Kids Day event to introduce ASEAN culture to ASEAN and Japanese children.</p>
	<p><b>Tourism</b> Organize the 3<sup>rd</sup> Mekong Tourism Award to stimulate Japanese travel industry to further produce unique and quality tour products that feature CLMV destinations.</p>	<p><b>Tourism</b> Number of entries from travel agents: 31 Case of media coverage: 43 (for the opening of the award entry)</p>
	<p><b>Trade</b> The evaluation by questionnaire on achievement ratio in each country is as follows: B: 95.4% C: 84.6% I: MOU between Ministry of Trade of Indonesia and the Japan Institute of Design Promotion was signed on October 11, 2017. L: 85.7% M: 88.5% Mm: 95.2% P: 100% S: Established already the SG Mark partly with Assistance from the AJC. T: 88.2% V: 95.0%</p>	<p><b>Trade</b> Questionnaire survey is conducted to monitor the views and comments on the workshop. Ratio of "Excellent" and "Very satisfactory" B: 72% C: 93% L: 100% M: 77% Mm: 76% P: 96% T: 94.1% V: 85%</p>

	Core values	
	Efficiency	Effectiveness / impact
	<p><b>Trade</b> Close collaboration between AJC and the Department of Trade Promotion of Lao P.D.R. which generated synergy effects to the line ministries and local agriculture associations in Lao P.D.R.</p> <p><b>Investment</b> Synergies between local agencies and authorities of Japan and ASEAN Member States. By visiting Japanese corporations and industries, ASEAN officials were able to propose direct cooperation and connection for partnering with ASEAN enterprises.</p> <p><b>Tourism</b> Utilized AJC's network with industry stakeholders to select lectures of the workshop and site-visit destinations that best match the program. Used the AJC staff member as resource persons to be presenters (Seminar). Interpretation is cost-effective and cheaper than repair costs to recover the damaged assets.</p> <p><b>Exchange</b> The event was supported by ASEAN NTO Offices in Tokyo. Utilized resources of ASEAN residents/students in Japan to minimize costs and time.</p>	<p><b>Trade</b> To provide updated information on the food safety regulations in Japan, and present the Japanese market situation and the importance of food packaging and its materials to match the products; this information was highly appreciated by the participants. To provide opportunities for Japanese importers and buyers to better understand the products from CLMV countries and stimulate their interest to buy more from ASEAN.</p> <p><b>Investment</b> Japanese business communities in local cities received direct and official information. Business issues and challenges have been discussed and suggestions shared among participants.</p> <p>Established official links between government officials, business associations and relevant agencies of ASEAN and Japan for sharing information and further networking.</p> <p><b>Tourism</b> Introduced Japan's approach to accessible tourism to stakeholders in ASEAN Member States. To deliver presentations at seminars in line with the Japanese Government's objective to make Japan a more Muslim-friendly destination. Development of an interpretive plan at each site by each training participant within three months after the training to further improve the site management.</p> <p><b>Exchange</b> Introduced ASEAN Member States to children of ASEAN and Japan through activities. Provided an opportunity for Japanese children to learn about ASEAN countries from preschool age.</p>
	<p><b>Tourism</b> High-profile travel professionals from JATA (Japan Association of Travel Agents) and OTOA (Overseas Tour Operators Association) have been involved in deciding awardees. JATA and OTOA supported the activity by publicizing the program through e-newsletters to their members.</p>	<p><b>Tourism</b> Encouraged Japanese travel companies, land operators and airline companies to design diversified products to appeal to different consumers. Encouraged more Japanese travel companies to sell CLMV destinations.</p>
	<p><b>Trade</b> 88% of the participating companies in the 1<sup>st</sup> screening showed the awareness of the value of originality, individual creativity, and intellectual property of products.</p>	<p><b>Trade</b> The improvement of design of their original products and the creation of a new design product in ASEAN companies are expected. ASEAN private sectors of the content industry, fashion and product design will have more business opportunities in Japanese markets in partnership with Japanese counterparts. Business alliances with ASEAN will be also explored.</p>



**TABLE 2. RESULTS AND IMPACT HIGHLIGHTS OF WORK ACTIVITIES, FY2017 :  
DERIVED FROM THE PERFORMANCE APPRAISAL FRAMEWORK OF EACH MANDATED AREA**

Key areas of work		Core values	
		Relevance	Quality
Technical cooperation: capacity building	Promoting entrepreneurship development	<b>Investment</b> To provide fundamental knowledge on human resource issues of Japanese companies operating in ASEAN. To provide information on employment and training system in Japan.	<b>Investment</b> 95% of participants evaluated the program as useful. The companies were satisfied with their engagement, saying the AJC is very helpful in bridging the needs for human resource for the SMEs.
		<b>Exchange</b> Provided the platform for mutual understanding and sharing of views among ASEAN and Japanese women entrepreneurs. Provide an opportunity for start-ups to learn the entrepreneurship, leadership and presentation skills through the methodology of UNCTAD's Empretec program.	<b>Exchange</b> Number of activities: 5 Number of participating entrepreneurs: 20 Number of supporting companies: 16 Case of media coverage: 187
Research and policy analysis	Understanding better the issues related to economic partnership	<b>Centre-wide</b> To strengthen the close relation between AJC and ASEAN stake holders including the embassies and ASEAN Secretariat. Information and knowledge sharing-providing information to Japanese business community about investment trends, policies, opportunities, and business environment. Memorial activities supporting the strengthening of relationship between ASEAN Member States and Japan.	<b>Centre-wide</b> The result from the evaluation sheet for both symposiums and seminars show that most participants were highly satisfied and they found the events were informative and useful. Participants commented that all symposiums were valuable, timely and informative.
		<b>Trade</b> UNCTAD experts briefed about their Services Policy Reviews, and a methodology for service sector assessment, among others. The ASEAN Secretariat delivered a presentation on the integration of services trade in ASEAN. The Pacific Asia Travel Association (PATA) delivered a presentation on the latest market trends of international travelers.	<b>Trade</b> Participants' evaluation: ratio of "Excellent" and "Very satisfactory" <3 <sup>rd</sup> Seminar: courier services and transport services> - On background paper 5 (courier service): 86% - On background paper 6 (transport service): 88% - On organization of the seminar: 85% - On field visits: 91% <4 <sup>th</sup> Seminar: tourism services> - On background paper (tourism sector): 75% - On field visits: 80%
		<b>Trade</b> As no data exist to ascertain the importance of non-equity mode activities, it is necessary to collect data on these activities and to develop mechanisms to facilitate competitive markets.	<b>Trade</b> Questionnaire survey was conducted to monitor the views and comments on the seminar. Participants' evaluation: ratio of "Excellent" and "Very satisfactory" on overall satisfaction is as follows: P: 94% Mm: 60% V: 88%
		<b>Investment</b> Research exercises are one way of developing expertise and analytical skills for AJC staff. Understanding of ASEAN economy and society. Understanding data and conducting analysis are closely linked to improving skills and enhancing professionalism.	<b>Investment</b> Data and information are drawn from official sources of ASEAN and Japanese authorities. Information has been presented in charts and graphs and is user friendly.

	Core values	
	Efficiency	Effectiveness / impact
	<b>Investment</b> The programs involved directly Japanese SME who are in need of management and skills labour for their business expansion. Former students and former trainees from ASEAN also made presentation to share their experiences.	<b>Investment</b> Better awareness among trainees/students. Understanding better the working condition, students would prepare themselves for the potential job market. Companies would gain the advantage of easing their human resource challenges.
	<b>Exchange</b> Collaborated with the Ministry of Cooperatives and SME, Indonesia CCI (KADIN), ASEAN Coordinating Committee on Micro, Small and Medium Enterprises (ACCMSME), ASEAN Secretariat, ASEAN Business Advisory Council (ABAC), ASEAN Women Entrepreneurs Network (AWEN), UNCTAD. This collaboration minimized costs as opposed to the case where AJC worked alone, and exploited comparative advantages of different organizations.	<b>Exchange</b> Provided an opportunity for ASEAN and Japanese entrepreneurs to exchange views. Provided women start-ups an occasion to learn from successful entrepreneurs from ASEAN Member States and Japan and further develop possible partnerships.
	<b>Centre-wide</b> Information is directly transferred and shared among participants. Timing and reliability of the activity conducted. Attended by high-level officials and ASEAN ambassadors. Information on ASEAN's progress and its potential have been delivered widely to the audience.	<b>Centre-wide</b> 130 participants received authoritative messages from former Secretary General of ASEAN. Participants were able to ask questions with prompt responses. More than 880 participants who attended the symposiums were able to receive information on ASEAN's achievements over the past half century. Closer ties between institutions such as AJC and ASEAN embassies have been elevated to new heights.
	<b>Trade</b> Aside from the hard copies to be published, the three technical papers will be available at the AJC website for download.	<b>Trade</b> One of the Malaysian companies visited during the field trip has been communicating with participants from one of the AMSs for potential investment opportunities. One of the AMSs, who is currently undergoing relevant policy reforms, requested other participants to stay connected, so that the said AMS can obtain advice from other AMS's experiences. The seminar provided a good occasion for AMSs to work together between governmental authorities in trade and tourism with the common topic of services trade in tourism.
	<b>Trade</b> Seminars are organized in consultation with ASEAN Trade Organizations (TPOs) and consultants.	<b>Trade</b> The latest NEM related issues will be identified and the input will be shared by all stakeholders.
	<b>Investment</b> AJC staff were involved directly with data research. AJC staff explained the ASEAN Information Map to stakeholders, especially investors. 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.	<b>Investment</b> Having developed the analytical capability of AJC staff members. The Centre's staff gained knowledge through their research and the production of ASEAN Information Map. AJC's staff conducted dissemination seminars. Investors received valuable information. The ASEAN Information Map is available for stakeholders especially Japanese investors. The results drawn from research and data compilation can be utilized widely.





**TABLE 2. RESULTS AND IMPACT HIGHLIGHTS OF WORK ACTIVITIES, FY2017 :  
DERIVED FROM THE PERFORMANCE APPRAISAL FRAMEWORK OF EACH MANDATED AREA**

Key areas of work		Core values		
		Relevance	Quality	
Research and policy analysis	Understanding better the issues related to economic partnership	<b>Investment</b> Two-way interface between ASEAN high-ranking officials and Japanese stakeholders created a rare opportunity for deepening business and investment relations, maximizing the benefit of FDI for achieving AEC development objectives as stated in the Blueprint 2025.  Fostered knowledge exchange and sharing. The topics chosen were in conformity with individual country specific demands. The high-level officials of ASEAN could convey information and also learn the intention of Japanese investors through direct interactions.	<b>Investment</b> The majority of participants (95%) commented that the forums were informative and useful.  The forums were unique in term of their essence and organization that was customized for maximum mutual benefit between Japan and ASEAN Member States individually.	
		<b>Investment</b> Following the objectives of narrowing the development gap between ASEAN-6 and CLMV with a view to AEC 2025.  Bolstering capacities for CLMV government officials through bilateral discussion where the participants would share experiences and transfer knowledge.  Promoting CLMV countries as an FDI destination for Japanese investors.	<b>Investment</b> The vast majority of the participants (99%) evaluated the forums as useful and informative.	
		<b>Investment</b> Information sharing and exchange provides an opportunity to learn detailed information and issues that have newly emerged. By way of discussion, useful input is expected for further policy improvement.	<b>Investment</b> ASEAN Member State officials appreciate the outreach activities as a means of direct communication and collaboration with local business communities.	
		<b>Investment</b> Investment information was thoroughly selected for dissemination; on this basis, the latest information was directly transferred to business communities.  The topics were provided in response to the requests and feedback from previous participants and on the relevancy and timing of the issues.	<b>Investment</b> Participants were highly satisfied with the seminars. Based on results of an evaluation, the majority of the participants (95%) commented that the lectures were informative, useful and timely.	
	Policy dialogue	<b>Centre-wide</b> Support AJC's research and capacity-building program on promotional activities by identifying the sectors to be promoted from the global/regional value chain point of view.	<b>Centre-wide</b> 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.	
	Information system	<b>Centre-wide</b> The map booklet expanded to 28 pages from 20 (A0 size paper). The expansion covers updated ASEAN data consisting of ASEAN's largest companies, services trade, global value chains, and FDI stock data.  <b>Investment</b> Information provision - dissemination of ASEAN socio-economic data and investment-related information which are highly needed by investors as well as policy makers.	<b>Centre-wide</b> At a glance, people can easily understand trends and ASEAN development as a whole. Explanations in both Japanese and English are useful not only for Japanese but also for ASEAN people.  <b>Investment</b> ASEAN Information Map has been updated and enriched to cover most data about social and economic development of ASEAN. Most of those who attended the briefing on the ASEAN Information Map (98% attendees) found it very useful and informative.	
		<b>Tourism</b> Provided latest tourism information through website, Facebook and Instagram.  Provided photos of ASEAN destinations through Online Photo Library.	<b>Tourism</b> Distributed/disseminated tourism and AJC information/brochures to visitors to tourism events.	

	Core values	
	Efficiency	Effectiveness / impact
	<b>Investment</b> Close collaboration between Japan and ASEAN Member States. Official information relating to investment transferred directly to Japanese business community. Timing and reliability of the activity conducted - new information on policies and regulations, providing response to the previous questionnaire. Japanese business communities are able to raise questions and their concerns directly to high-ranking officials with high expectations of a positive policy impact.	<b>Investment</b> High-level forum served as fundamental basis for productive collaboration. Close friendships were established between high-ranking government officials of ASEAN countries and Japanese stakeholders both business persons and the authorities.
	<b>Investment</b> Established close collaboration between Japanese stakeholders (local authority and business community) and CLMV. Official information relating to CLMV economic and investment conditions disseminated directly to Japanese business community not only in Tokyo but also in other local cities-the location of wider business especially SMEs. In a timely way, transferred new information on policies and regulations. Discussion touched on specific industries - a national priority where CLMV countries are expected to attract Japanese investors. Also taking the opportunity to coordinate with existing investors for their concerns as well as future plans.	<b>Investment</b> In line with receiving knowledge and know-how, high-ranking officials experienced an in-depth-sense of Japanese business culture that was of great benefited for policy formulation toward improving services for investors. Participants are receiving direct and official information. Japanese stakeholders have an opportunity to propose options for cooperation and investment.
	<b>Investment</b> The officials were able to convey directly about the investment policies and business environment and gather views, comments, proposals and recommendations from the Japanese side.	<b>Investment</b> Able to provide update on various pieces of policy information including information on halal certification, the petrochemical industry and working visa for investors and potential investors, supporting organizations, assisting business expansion of local companies to ASEAN countries.
	<b>Investment</b> Close collaboration between AJC and ASEAN Member States. Official information transferred directly - reaching out to Japanese business community. Timing and reliability of the activity conducted - new information on policies and regulations.	<b>Investment</b> Japanese business people and other stakeholders including SME communities received updated information relating to investment and its policies. Better awareness among Japanese business people towards ASEAN.
	<b>Centre-wide</b> The database is being established in collaboration with the Eora and UNCTAD.	<b>Centre-wide</b> In this multi-year project, 16 evidence-based and policy-oriented technical reports will be prepared.
	<b>Centre-wide</b> The newly revised ASEAN Information Map has been sent to many stakeholders such as ASEAN embassies in Tokyo, Japan embassies in ASEAN, JETRO headquarters and its representative offices, and other line ministries of Japan. The map data is also available on the AJC's website and is easily downloadable. <b>Investment</b> Information Map provided to many Japanese stakeholders at seminars. Data materials disseminated free of charge. <b>Tourism</b> Worked closely with ASEAN Secretariat and ASEAN NTOs.	<b>Centre-wide</b> The map is widely acknowledged as one of the most useful information materials for understanding the ASEAN economy as a whole. <b>Investment</b> Better opportunity for Japanese business community to get information on ASEAN. <b>Tourism</b> Strengthened relations with ASEAN NTOs.

## II. RESULTS AND IMPACT ANALYSIS

### 1. Promoting trade

The Trade Section has intensified its efforts to implement mandated activities by conducting a number of work programs to promote regional trade between the ASEAN Member States and Japan including promoting exports from creative industries, export capacity-building in CLMV, promoting services trade in ASEAN, and promoting new forms of trade.

#### Promoting exports from creative industries

The ASEAN Design Selection, under promoting trade in creative industries, is a two-year regional project that includes all 10 ASEAN Member States in participation with the Centre. This project will be completed within fiscal year 2018 (the end of March 2019). In FY2017, one seminar/workshop and a one-day clinic were organized where one Japanese jury member was dispatched each to the ASEAN Member States. There were no requests to hold a seminar/workshop from Indonesia and Singapore, as the countries had established already the Good Design Indonesia and the SG Mark respectively, partly with assistance from the Centre. Only product screening for ASEAN Design Selection was carried out.



The results of these activities in FY2017 are summarized below.

According to an evaluation of our activity, it was found that 91.5% of the respondents from five Member States reported that they achieved their own objectives through the seminars, workshops or one-day clinics.

### **TOTAL RATIO OF ACHIEVEMENT OF OWN OBJECTIVES = 91.5%**

<b>Brunei:</b>	21 of 22 respondents reported that they achieved own objectives through this seminar/workshop (one-day clinic). Achievement ratio = <b>95.4%</b>
<b>Cambodia:</b>	22 of 26 respondents reported that they achieved own objectives through this seminar/workshop (one-day clinic). Achievement ratio = <b>84.6%</b>
<b>Lao P.D.R.:</b>	24 of 28 respondents reported that they achieved own objectives through this seminar/workshop (one-day clinic). Achievement ratio = <b>85.7%</b>
<b>Malaysia:</b>	31 of 35 respondents reported that they achieved own objectives through this seminar/workshop (one-day clinic). Achievement ratio = <b>88.5%</b>
<b>Myanmar:</b>	20 of 21 respondents reported that they achieved own objectives through this seminar/workshop (one-day clinic). Achievement ratio = <b>95.2%</b>
<b>Philippines:</b>	24 of 24 respondents reported that they achieved own objectives through this seminar/workshop (one-day clinic). Achievement ratio = <b>100.0%</b>
<b>Thailand:</b>	15 of 17 respondents reported that they achieved own objectives through this seminar/workshop (one-day clinic). Achievement ratio = <b>88.2%</b>
<b>Vietnam:</b>	19 of 20 respondents reported that they achieved own objectives through this seminar/workshop (one-day clinic). Achievement ratio = <b>95.0%</b>





## RESULTS OF PRODUCT SELECTION FOR CENTRE'S ASEAN DESIGN SELECTION

ASEAN country	Number of participants of the seminar, workshop or one-day clinic	Number of candidate companies	Number of candidate companies' products selected at the first screening
Cambodia	52	23	4
Indonesia <sup>a</sup>	N/A	61	4 <sup>b</sup>
Myanmar	37	7	4
Vietnam	47	9	3
Thailand	35	12	3
Lao P.D.R.	59	10	3
Brunei	30	22	4
Malaysia	52	17	7
Singapore	N/A	71 <sup>c</sup>	3
Philippines	40	23	6

<sup>a</sup> Out of 61 products, 6 were selected for the best award and 1 for the Top of Top at Good Design Indonesia.

<sup>b</sup> 4 products from 3 companies.

<sup>c</sup> All the candidate companies' products were awarded the SG Mark.

## CLMV Support Program (Export Capacity-Building)



The program is designed to help CLMV countries to increase their export capacity through the seminar, workshop and company visits which were organized and implemented by the Centre with the collaboration of the Lao government from October 17 to 20, 2017.

Following Cambodia in the previous fiscal year, another activity was conducted for Lao P.D.R. The program focused on promoting agricultural products of the SMEs of Lao P.D.R. to expand their export capacity by strengthening the product development, information sharing, know-how and knowledge-building on the export business to Japan and further to address the key issues facing CLMV countries by sharing experiences of the successful cases among the participants.

The workshop was held for two and half days with a total of 189 participants and 50 for company visits conducted the following day. At the opening ceremony held in the morning of October 17, 2017, H.E. Mr. Phanthong Phitthoumma, Vice Minister of Ministry of Industry and Commerce, Lao P.D.R. expressed his appreciation to the Centre for its dedicated contribution to the CLMV countries, in particular for enhancing the export capacity of SMEs in the country. He highly valued the fact that this promotional program was very much in line with the Lao Government's priority industries, as agriculture, the focus of this program, is deemed an essential area to help the country achieve the economic growth target by 2020 of some 7.7-8 percent per year. He also noted that the biggest export product to Japan from Lao P.D.R. is shoes, namely the product of MIDORI ANZEN Co., Ltd which was established partly as a result of AJC's past initiatives to promote trade in Lao P.R.R.





In addition to this, Mr. Somvang Ninthavong, Director General of Department of Trade Promotion, Ministry of Industry and Commerce of Lao P.D.R. expressed his appreciation in a letter addressed to the Centre, saying that the workshop organized by AJC created a greater opportunity for the Lao government to understand the condition of the market, which will help Lao exporters become more successful.

All experts from CLM and Japan shared information and knowledge on a product safety measure and technical specifications for their exporting products. They were also involved in a group discussion together with the participants to clarify the difficulties faced by businesses that export to Japan, and exchange views and comments on how to solve the problems and to improve the current situation.

Media entities covering the event: 5 (4 daily newspapers and 1 local TV station), Vientiane Times, KPL, PathetLao Daily, Lao Economic Daily Security TV

With regards to export capacity-building for Cambodia, implemented in FY2016, the Centre continued to provide assistance this fiscal year as well: in Japan a Cambodian export seminar was held at the AJC Hall twice—in June and December, 2017. The one for Laos P.D.R. was also held at the AJC Hall at the end of February 2018.

### **Promoting services trade in ASEAN**

In 2016, AJC introduced a new project, “Promoting services trade”.

In view of the fact that services trade is important for further integrating the ASEAN Member States, AJC has launched a new project that puts 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 businesspersons of the ASEAN Member States with the aim of enhancing domestic capacities, followed by a field/ study trip. Since 2016, AJC has organized four seminars on seven service sectors, namely trade in professional services, R&D services, computer & related services, telecommunication services, courier services, transport services and tourism. The technical papers on promoting trade in the respective services, including policy recommendations discussed at the seminar, will be posted on the Centre’s website, contributing to the AEC process in the area of the AFAS and ATISA.

#### **(1) Production of two papers and holding of the third seminar on courier services and transport services**

Thirty-five government officials from 10 ASEAN countries participated in the 2-day seminar, co-organized by the Malaysia External Trade Development Corporation (MATRADE), which was held September 11-12 in Kuala Lumpur. Other participants included three UNCTAD experts, representatives from three private entities which provide related services in Malaysia and abroad, and a representative from Malaysia Digital Economy Corporation (MDEC). Based on the background papers and policy suggestions prepared for the seminar, the participants discussed how to promote courier services trade and transport services trade in their respective countries.

As part of the seminar, a policy evaluation exercise was conducted and identified that the “evaluation score” for related conditions at the national-level is the highest



(average 6.7), followed by the neighboring country-level (sub-regional level; average 5.8). The score for the related conditions at an ASEAN-wide level scored the lowest (average 5.4). Meanwhile, as a sector-specific observation, the scores for rail transport services tend to be the lowest across the ASEAN member states. Because infrastructural development for rail transport services takes time and costs a lot, policy formulation which tends to be complex, tends to be put off. All in all, the results indicate that there is a serious need for consolidating ASEAN-wide policy coordination in terms of promoting trade in transport services.

Following the seminar, the participants visited Port Klang, the biggest port in Malaysia, and visited a Malaysian company which offers container services and marine services among others, as well as an integrated free commercial and industrial zone.

The results of evaluation by the participating ASEAN officials were as follows:

- On background paper 5 (courier services): "Excellent" 37%, "Very satisfactory" 49%
- On background paper 6 (transport services): "Excellent" 34%, "Very satisfactory" 54%
- On organization of the seminar: "Excellent" 51%, "Very satisfactory" 34%

## (2) Production of one paper and holding of the fourth seminar on tourism services

AJC has now completed the 7<sup>th</sup> service sector, or tourism services, at its 4<sup>th</sup> seminar held between November 30 and December 2, 2017 at Novotel Hua Hin Cha Am Beach Resort & Spa, Thailand.

In cooperation with the Ministry of Commerce and Industry and the Ministry of Tourism and Sports of Thailand, the Centre invited 52 participants to attend the seminar, followed by a field trip. The participants included the relevant government officials from 10 ASEAN Member States, private sectors both from Japan and Thailand, officials from the ASEAN Secretariat, the Pacific Asia Travel Association (PATA) and the Hua Hin/Cha-Am Tourism Association Secretariat.

With the 50<sup>th</sup> year anniversary of the establishment of ASEAN, the region achieved almost full liberalization in goods trade. However, there is slow progress in services trade liberalization. This seminar aimed to promote concrete policy recommendation for sustainable tourism development, using the Centre's technical paper, Promoting Services Trade in ASEAN: Tourism, as a background document.

All members shared the opinion and agreed that tourism contributed to global welfare and economic growth as well as promoting peace and stability for the world. Particularly, the meeting discussed important factors to increase expenditures; value added to the economy through direct impact or direct spending in the tourism sector; indirect impact via multiplier effects of the tourism sector or indirect value added created in tourism; and total value added created in the economy through tourism activities.



With the policy objective that all ASEAN Member States shall raise the level of travel expenditures and value added to the economy while minimizing downside effects emanating from tourism activities (e.g., environment downgrading, social devaluation), they discussed how to maximize the value added falling onto the economy at the community, country and regional (ASEAN) levels.

The questionnaire evaluation on the current status of policy framework to comply with the policy objective shows that the average number is 6.37 (1-10 with 10 being the highest), implying that there is room for improvement to increase the number of visitors, per-capita spending and local or domestic procurement, and to leverage tourism-related linkage effects for the economy.

Following a field trip to Hua Hin and Cha-Am for exchanging the best practices related to tourism on education and tourism destinations in Hua Hin and Cha-Am, Thailand, the activities concluded.

The following media entities covered the activity:

- Borneo Bulletin:  
<https://borneobulletin.com.bn/asean-japan-centre-promotes-tourism-services-trade-in-asean/>
- Eleven Myanmar: <http://www.elevenmyanmar.com/world-news/12729>
- Asia News Network:  
<http://annx.asianews.network/content/asean-japan-centre-promotes-tourism-services-trade-asean-62782>

## Non-equity mode: Promoting New Forms of Trade between Japan and ASEAN

Other than arms-length relationships, equity-folding is not the only means of exerting control over the international value chain. Companies also enter into a contractual relationship with other independent firms. This trade is gaining importance as the system of global production becomes more integrated and forms value chains.

Promoting New Forms of Trade between Japan and ASEAN is a multi-year project that covers all ASEAN Member States. In FY2017, three seminars were held—in the Philippines in September 2017, in March 2018 in Myanmar, and in Vietnam. After the seminar, a country paper for each member state was finalized.

The results of the seminar activities in FY 2017 are summarized below.

The latest NEM-related issues will be identified and the outputs and results will be shared by all stakeholders, resulting in increasing awareness towards and formulating appropriate policies on NEMs in trade through a total of 10 country papers, and 10 seminars on NEM.



## RESULTS OF THE SEMINAR ACTIVITIES IN FY 2017

ASEAN country	Date	Number of participants	Overall satisfaction (%)
Philippines*	September 29, 2017	152	94%
Myanmar	March 6, 2018	48	84%
Vietnam	March 29, 2018	68	88%

\*held as a joint seminar with the topic of global value chains (GVCs).



**TABLE 3. PERFORMANCE APPRAISAL FRAMEWORK: PROMOTING TRADE**

Objectives (Based on Mandates)		Key Outputs	Relevance
Promoting trade in creative industries	Promoting ASEAN creative industries		
	<p>Promoting trade in creative industries: in cooperation with the Japan Institute of Design Promotion (JDP) to encourage small and medium-size enterprises (SMEs) in ASEAN to sharpen practical design skills and to learn comprehensive business proposals that create new value, or gain insight in project management.</p> <p>The 1<sup>st</sup> screening by dispatching design evaluator and each JDP staff / seminar and/or workshop/ one-day clinic to ASEAN Member</p> <p>States: Brunei Darussalam February 26 to March 1, 2018 Cambodia (Phnom Penh) August 28 to September 1, 2017 Indonesia (Jakarta) October 5 to 8, 2017 Lao P.D.R. (Vientiane) January 14 to 18, 2018 Malaysia (KL) February 26 to March 2, 2018 Myanmar (Yangon) November 13 to 17, 2017 Philippines (Manila) March 12 to 15, 2018 Singapore March 8 to 10, 2018 Thailand (Bangkok) January 9 to 13, 2018 Vietnam (Ho Chi Minh City) October 15 to 19, 2017</p>	<p>1) To be aware of value of originality, individual creativity, and intellectual property of products.</p> <p>2) To be aware of importance of "service design", as opposed to design embodied in goods or commodities.</p> <p>3) To explore the trade and development opportunities "ASEAN Design Selection".</p> <p>4) To share experiences on best practices in the development of creative industries by applying the concept of the "ASEAN Design Selection".</p>	<p>• <b>Brunei:</b> selected 4 products among 22 companies at the first screening of ASEAN Design Selection.</p> <p>• <b>Cambodia:</b> H.E. Mr. Seang Thay, Director General, Ministry of Commerce and Mr. Ouch Savin, Assistant Director attended the seminar with 53 participants including 23 candidate companies. Among the 23, 4 were selected at the first screening.</p> <p>• <b>Indonesia:</b> selected 4 products among 61 products at the first screening of ASEAN Design Selection of this project while 15 were selected as "Good Design Indonesia". Ms. Arlinda, Director General, Ministry of Trade (Council Director for Indonesia) made remarks upon the selection meeting.</p> <p>• <b>Lao P.D.R.:</b> selected 3 products among 10 companies at the first screening of ASEAN Design Selection.</p> <p>• <b>Malaysia:</b> selected 7 products among 17 companies at the first screening of ASEAN Design Selection.</p> <p>• <b>Myanmar:</b> Ms. Naw Mutakapaw, Deputy Director General, Ministry of Commerce attended the seminar with 37 participants 7 candidate companies. 4 candidates were selected at the first screening.</p> <p>• <b>Philippines:</b> selected 6 products among 23 companies at the first screening of ASEAN Design Selection.</p> <p>• <b>Singapore:</b> selected 3 products among 71 companies at the first screening of ASEAN Design Selection.</p> <p>• <b>Thailand:</b> selected 3 products among 11 companies at the first screening of ASEAN Design Selection.</p> <p>• <b>Vietnam:</b> Mrs. Bui Thi Thanh AN, Director of Vietrade, HCMC office and Mr. Nugyen Manh Hung, Director of International Cooperation Dept., Vietrade Hanoi attended the seminar with 47 participants including 9 candidate companies. Among the 9, 3 were selected at the first screening.</p>

## Core values and measurements

Quality	Efficiency	Effectiveness/Impact																														
<p>Questionnaire survey is conducted to monitor the views and comments on the workshop.</p> <ul style="list-style-type: none"><li>• <b>Brunei:</b> Overall program: 18% "Excellent", 59% "Very satisfactory", 22% "Satisfactory"</li><li>• <b>Cambodia:</b> Overall program: 35% "Excellent", 58% "Very satisfactory", 8% "Satisfactory"</li><li>• <b>Lao P.D.R.:</b> Overall program: 46.5% "Excellent", 53.5% "Very satisfactory"</li><li>• <b>Malaysia:</b> Overall program: 26% "Excellent", 51% "Very satisfactory", 14% "Satisfactory"</li><li>• <b>Myanmar:</b> Overall program: 52% "Excellent", 24% "Very satisfactory", 24% "Satisfactory"</li><li>• <b>Philippines:</b> Overall program: 38% "Excellent", 58% "Very satisfactory", 4% "Satisfactory"</li><li>• <b>Thailand:</b> Overall program: 58.8% "Excellent", 35.3% "Very satisfactory", 5.9% "Satisfactory"</li><li>• <b>Vietnam:</b> Overall program: 20% "Excellent", 65% "Very satisfactory", 15% "Satisfactory"</li></ul>	<p>More business opportunities with private sectors to access Japanese market shall be made through this project.</p> <p>1) Selected companies in the 1<sup>st</sup> screening:</p> <table><tr><td>Brunei</td><td>1 HOCO 2 Mind Plus 3 Batik DESMAS 4 HIKUMAH Enterprises</td></tr><tr><td>Cambodia</td><td>1 Lotus Silk/business model 2 Women for women/activity 3 Sabay Osja/contents 4 Khmer Creation/activity</td></tr><tr><td>Indonesia</td><td>1 CV. Pirani Works (S)/business model &amp; product 2 DV. Pirani Works (M)/business model &amp; product 3 PT. Puduk Oriental Indonesia/ product 4 PT IDE Kreasi Kurnia/product</td></tr><tr><td>Lao P.D.R.</td><td>1 Shihom Meesook Jewelry/Product design 2 Khasiy Handicraft/Product design 3 Her Works/Product design</td></tr><tr><td>Malaysia</td><td>1 One-Tech (M) Sdn Bhd 2 Aerospace Malaysia Innovation Centre (AMIC) 3 A&amp;A Travel &amp; Tourism 4 Adtech Malaysia Sdn Bhd 5 MIT Innovation Sdn Bhd 6 ASP PRO Sdn Bhd 7 NSF Manufacturing Sdn Bhd</td></tr><tr><td>Myanmar</td><td>1 Myanmar Creative Idea Co., Ltd. business model 2 Royal Rose Myanmar/business model &amp; product 3 Jeer Mona/ products 4 Myanmar Natural Art &amp; Craft Co., Ltd./business model &amp; product</td></tr><tr><td>Philippines</td><td>1 Make a Difference Travel 2 Sustainable Alternative Lighting Corp 3 BAMBIKE 4 Woven 5 Red Palm Venture</td></tr><tr><td>Singapore</td><td>1 Changi Airport 2 Singapore Civil Defence Force 3 DELL Singapore</td></tr><tr><td>Thailand</td><td>1 Daddy pet/Product design 2 Para/Product design 3 Pataapian Studio Co., Ltd/Product design</td></tr><tr><td>Vietnam</td><td>1 NS Jewelry design/business model/ business model 2 Artex Goblins/products/product 3 Dien Quang/products/product</td></tr></table> <p>2) Number of selected companies by reason of</p> <table><tr><td>Business model</td><td>18</td></tr><tr><td>Activity</td><td>2</td></tr><tr><td>Contents</td><td>1</td></tr><tr><td>Product</td><td>19</td></tr><tr><td>Total</td><td>40</td></tr></table> <p>3) 88% of the participating companies in the 1<sup>st</sup> screening showed an awareness of the value of originality, individual creativity, and intellectual property of products.</p>	Brunei	1 HOCO 2 Mind Plus 3 Batik DESMAS 4 HIKUMAH Enterprises	Cambodia	1 Lotus Silk/business model 2 Women for women/activity 3 Sabay Osja/contents 4 Khmer Creation/activity	Indonesia	1 CV. Pirani Works (S)/business model & product 2 DV. Pirani Works (M)/business model & product 3 PT. Puduk Oriental Indonesia/ product 4 PT IDE Kreasi Kurnia/product	Lao P.D.R.	1 Shihom Meesook Jewelry/Product design 2 Khasiy Handicraft/Product design 3 Her Works/Product design	Malaysia	1 One-Tech (M) Sdn Bhd 2 Aerospace Malaysia Innovation Centre (AMIC) 3 A&A Travel & Tourism 4 Adtech Malaysia Sdn Bhd 5 MIT Innovation Sdn Bhd 6 ASP PRO Sdn Bhd 7 NSF Manufacturing Sdn Bhd	Myanmar	1 Myanmar Creative Idea Co., Ltd. business model 2 Royal Rose Myanmar/business model & product 3 Jeer Mona/ products 4 Myanmar Natural Art & Craft Co., Ltd./business model & product	Philippines	1 Make a Difference Travel 2 Sustainable Alternative Lighting Corp 3 BAMBIKE 4 Woven 5 Red Palm Venture	Singapore	1 Changi Airport 2 Singapore Civil Defence Force 3 DELL Singapore	Thailand	1 Daddy pet/Product design 2 Para/Product design 3 Pataapian Studio Co., Ltd/Product design	Vietnam	1 NS Jewelry design/business model/ business model 2 Artex Goblins/products/product 3 Dien Quang/products/product	Business model	18	Activity	2	Contents	1	Product	19	Total	40	<p>The improvement of design in their original products and the creation of new design products in ASEAN companies are expected.</p> <p>ASEAN</p> <p>ASEAN private sectors of the contents industry, fashion and product design will have more business opportunities in Japanese markets in partnership with Japanese counterparts. Business alliances with ASEAN will be also explored.</p>
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**TABLE 3. PERFORMANCE APPRAISAL FRAMEWORK: PROMOTING TRADE**

<b>Objectives</b> (Based on Mandates)		<b>Key Outputs</b>		<b>Relevance</b>	
<b>Creating environment more conducive to economic partnership</b>	<p><b>CLMV support programme for export capacity-building</b></p> <p><b>I. Program:</b> Export capacity-building Date: October 17 to 20, 2017 Venue: Vientiane, Lao P.D.R. Activities: - Seminar - Workshop - Studytour</p> <p><b>II. Program:</b> Import Promotion Seminars Date: June 13, 2017 Venue: ASEAN - Japan Centre Hall Title: Import promotion of Cambodian agricultural products</p> <p>Date: December 8, 2017 Venue: ASEAN - Japan Centre Hall Title: New business opportunities for import of Cambodian food</p> <p>Date: February 27, 2018 Venue: ASEAN - Japan Centre Hall Title: Promotion of food import from Lao P.D.R. ; Doing business with Lao P.D.R.</p>	<p>I.) Following Cambodia last year, another workshop was held in Lao P.D.R. this year.</p> <p>To help CLMV countries to increase their export capacity by strengthening their products development, information sharing, the know-how and knowledge-building on export business to Japan: and contribute towards achieving the goal of greater regional integration for ASEAN.</p> <p>To promote agriculture products of the SMEs in Lao P.D.R. for exporting more to Japan, the Centre provided the assistants with the necessary information such as products quality control, transportation/logistics, food safety regulations and product packaging design.</p> <p>To have better understanding of the government policy of how each country is addressing the key issues of agricultural products</p> <p>To share information and knowledge about the production system and export business management by visiting companies in Laos</p> <p>II.) Import promotion seminars were organized to introduce products produced in CLMV countries aiming to raise Japanese importers' awareness of the products of CLMV.</p>	<p>I. Export capacity building Workshop on October 17 to 19, 2017. - Theme: the export strategy of agricultural products for Japan market from Lao P.D.R. - Total number of participants for 2.5 days: 189</p> <p>Study tour on October 20, 2017. - Total number of participants: 50 - Number of visiting companies: 3 companies in Vientiane</p> <p>Cases of media coverage: 5 (four daily newspapers and one local TV station)</p> <p>II. Import promotion</p> <ul style="list-style-type: none"> <li>• First seminar on June 13, 2017 number of participants: 57</li> <li>• Second seminar on December 8, 2017 number of participants: 56</li> <li>• Third seminar on February 27, 2018 number of participants: 95</li> </ul>	Private sectors members as participants learn the latest export knowledge necessary for international trading business in a competitive situations from the resource persons, government officials and other stakeholders.	
	<p><b>Promoting services trade</b></p> <p>(1) 3<sup>rd</sup> Seminar "Courier Services" and "Transport Services" September 11 to 13, 2017</p> <p>(2) 4<sup>th</sup> Seminar "Tourism Services" November 30 to December 2, 2017</p>	<p>In view of the fact that services trade is important for further integration of ASEAN, in FY2016, the Centre launched a new project that places a special emphasis on producer services, an important source of competitiveness of the economy. This is the second year of 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 of enhancing domestic capacities, followed by a field/study trip.</p> <ol style="list-style-type: none"> <li>1. To raise awareness and propose policy action to address challenges of liberalization of services trade for further integration of ASEAN Member States.</li> <li>2. To better understand the importance of services trade in the three target sectors (transport services, courier services, and tourism services).</li> <li>3. To enhance domestic capacities to deal with difficulties and challenges faced by ASEAN.</li> </ol>	<p>Thirty-five government officials from 10 ASEAN countries participated in the seminar held in Kuala Lumpur, Malaysia, co-organized by MATRADE.</p> <p>A field trip to a Malaysian company which offers container services and marine services among others, as well as an integrated free commercial and industrial zone.</p> <p>Two technical papers (courier services and transport services) with policy suggestions reflecting the discussions from the participants.</p> <p>Two-day seminar and discussion in Thailand to share the latest situation of liberalization of trade in tourism services in ASEAN</p> <p>One-day field trip in Thailand to learn an example of a component of a tourism services chain</p> <p>A technical paper on tourism services with policy suggestions reflecting the discussions from the participants.</p>	<p>During the seminar, UNCTAD experts briefed about their Services Policy Reviews, a methodology for services sectors assessment, among others.</p> <p>[Participants' evaluation] - On criteria and policy suggestions provided by AJC (scale 1 as least agreeable; scale 10 as most agreeable) - In-country level: average 6.7 - Neighboring-country level: average 6.3 - ASEAN level: average 6.3</p> <p>The ASEAN Secretariat delivered a presentation on the integration of services trade in ASEAN.</p> <p>The Pacific Asia Travel Association (PATA) delivered a presentation on the latest market trends of international travelers.</p> <p>[Participants' evaluation] - On criteria and policy suggestions provided by AJC (scale 1 as least agreeable; scale 10 as most agreeable) Average: 6.37</p>	

## Core values and measurements

Quality	Efficiency	Effectiveness/Impact
<p>I. Export capacity-building The questionnaire survey was conducted at the end of the program. - number of collected answers: 44 - the ratio of rating for level of satisfaction with overall program: 85% (Excellent 30% Very satisfactory 55%)</p> <p>The survey shows that 45% of the participants are government officials from the Ministry of Industry and Commerce, local agriculture association and TPO officials from C, M and V. The workshop could serve an important role for officials to fill the information gap in terms of implementing government policy on export and to promote better understanding of the Japanese market requirements.</p> <p>II. Import promotion The questionnaire survey was conducted for the participants. • First seminar: 53 replies - the ratio of rating for level of usefulness with overall program: 96% (Very useful 51% Useful 45%) • Second seminar: 50 replies - the ratio of rating for level of usefulness with overall program: 76% (Very useful 12% Useful 64%) • Third seminar: 72 replies - the ratio of rating for level of usefulness with overall program: 90% (Very useful 32% Useful 58%)</p>	<p>Close collaboration between AJC and the Department of Trade Promotion of Lao P.D.R. which generated synergy effects to the line ministries and local agriculture associations in Lao P.D.R.</p> <p>Consolidated relations with TPO officials of Cambodia, Myanmar and Vietnam</p> <p>Expansion of the network with related business association in Japan by working closely with their members (experts).</p>	<p>To provide updated information on the food safety regulations in Japan, present Japanese market situation and the importance of food packaging and its materials to match the products, this information was highly appreciated by the participants.</p> <p>To contribute and encourage the Lao participants to develop their future business by learning and sharing the advantage of the leading companies in Lao P.D.R. through the study tour.</p> <p>Mr. Somvang Ninthavong, Director General of Department of Trade Promotion, Ministry of Industry and Commerce of Lao P.D.R. expressed his appreciation in the letter addressed to SG Fujita that the workshop organized by AJC created greater opportunity for the Lao government to understand the condition of the market, which will help Lao exporters to be more successful.</p> <p>To provide opportunities for Japanese importers and buyers to better understand the products from CLMV countries and stimulate their interest to buy more from ASEAN.</p> <p>Like the case of Cambodia, one quarter of the participants from the business sector will start to export or expand exports to Japan. This will be verified in one year.</p>
<p>[Participants' evaluation] - On background paper 5 (courier services): "Excellent" 37%, "Very satisfactory" 49%</p> <p>- On background paper 6 (transport services): "Excellent" 34%, "Very satisfactory" 54%</p> <p>- On organization of the seminar: "Excellent" 51%, "Very satisfactory" 34%</p> <p>- On field visits: "Excellent" 53%, "Very satisfactory" 38%</p>	<p>Aside from the hard copies to be published, the three technical papers will be available on the AJC website for download.</p>	<p>One of the Malaysian companies visited during the field trip has been communicating with participants from one of the AMSs for potential investment opportunities.</p> <p>One of the AMS's, which is currently undergoing relevant policy reforms, requested other participants to stay connected, so that the said AMS can obtain advice from other AMSs experiences.</p>
<p>[Participants' evaluation] - On background paper (tourism services): "Excellent" 25%, "Very satisfactory" 50%</p> <p>- On field visits: "Excellent" 25%, "Very satisfactory" 55%</p> <p>52 participants from the ASEAM Member States joined the programme in Thailand.</p> <p>Press coverage: • Borneo Bulletin: <a href="https://borneobulletin.com.bn/asean-japan-centre-promotes-tourism-services-trade-in-asean/">https://borneobulletin.com.bn/asean-japan-centre-promotes-tourism-services-trade-in-asean/</a> • Eleven Myanmar: <a href="http://www.elevenmyanmar.com/world-news/12729">http://www.elevenmyanmar.com/world-news/12729</a> • Asia News Network: <a href="http://annx.asianews.network/content/asean-japan-centre-promotes-tourism-services-trade-asean-62782">http://annx.asianews.network/content/asean-japan-centre-promotes-tourism-services-trade-asean-62782</a></p>		<p>The seminar provided a good occasion for AMS's to work together between governmental authorities in trade and tourism with the common topic of services trade in tourism.</p>



**TABLE 3. PERFORMANCE APPRAISAL FRAMEWORK: PROMOTING TRADE**

Understanding better the issues related to economic partnership	Objectives (Based on Mandates)	Key Outputs	Relevance	
	Promoting new forms of trade between Japan and ASEAN	<p>The objectives of the project are to increase awareness of the mechanism of non-equity modes (NEMs) in trade and to provide policies that benefit ASEAN Member States.</p> <p>In FY 2017, the Centre has held three seminars to increase awareness of NEMs in trade and to provide the policies that benefit ASEAN Member States.</p> <p>Seminar Date: The Philippines, September 29, 2017 Myanmar, March 6, 2018 Vietnam, March 29, 2018</p>	<p>3 country papers- the Philippines, Myanmar, and Vietnam</p> <p>3 seminars- the Philippines, Myanmar, and Vietnam</p> <p><b>Philippines</b></p> <ul style="list-style-type: none"><li>• In the Philippines, the seminar was held as a joint seminar with the topic of global value chains (GVCs). About 150 people (Philippine government officials, diplomatic corps, academia, industrial association members, and company owners and managers) participated in the seminar.</li><li>• The characteristics of cross-border NEM activity worldwide and in the Philippines were shared by participants</li><li>• As an example of NEM in the Philippines, a representative of IT and Business Process Association of the Philippines (IBPAP) made a presentation of the current situation from the view point of the IT-BPO industry</li><li>• Draft country paper of NEM in the Philippines was produced for the seminar.</li></ul> <p><b>Myanmar</b></p> <p>About 50 people (Myanmar government officials, industrial association members, and company owners and managers) participated in the seminar.</p> <ul style="list-style-type: none"><li>• The characteristics of cross-border NEM activity worldwide and in Myanmar were shared by participants</li><li>• As an example of NEM in Myanmar, a representative of the Myanmar Rice Federation made a presentation of the current situation from the view point of Myanmar business people</li><li>• Draft country paper of NEM in Myanmar was produced for the seminar.</li></ul> <p><b>Vietnam</b></p> <p>About 70 people (Vietnam government officials, academia, industrial association members, and company owners and managers) participated in the seminar.</p> <ul style="list-style-type: none"><li>• The characteristics of cross-border NEM activity worldwide and in Vietnam were shared by participants</li><li>• As an example of NEM in Viet Nam, representatives of Textile and Apparel, Electric, and Software and IT Services made a presentation of current situation from the view point of Vietnamese business people</li><li>• Draft country paper of NEM in Vietnam was produced for the seminar.</li></ul>	<p>As no data exist to ascertain the importance of non-equity mode activities, it is necessary to collect data on these activities and to develop mechanisms to facilitate competitive markets.</p> <p>The project is a multi-year project and cover all 10 ASEAN Member States.</p> <ul style="list-style-type: none"><li>• About 50 people including governmental officials, diplomatic corps, academic persons, industrial association members and company owners) will join in each seminar in ASEAN Member States.</li><li>• Country papers were published and available on the Centre's website after the seminars to share them with the public.</li></ul>



## Core values and measurements

Quality	Efficiency	Effectiveness/Impact
<ul style="list-style-type: none"> <li>Number of country papers, seminars and policy recommendations</li> <li>Questionnaire survey was conducted to monitor the views and comments on the seminar:</li> </ul> <p><b>Philippines</b></p> <p>(1) Achievement of your own objectives by attending the seminar: Yes 96%</p> <p>(2) Overall satisfaction: 48% "Excellent", 46% "Very satisfactory"</p> <p>(3) Introductory remarks on NEM: 39% "Excellent", 48% "Very satisfactory"</p> <p>(4) Current situation of NEM in the Philippines (IT-BPO): 52% "Excellent", 36% "Very satisfactory"</p> <p>(5) Report of the Philippine country paper: 42% "Excellent", 49% "Very satisfactory"</p> <p>(6) Interactive dialogue: 46% "Excellent", 46% "Very satisfactory"</p> <p><b>Myanmar</b></p> <p>(1) Achievement of your own objectives by attending the seminar: Yes 84%</p> <p>(2) Overall satisfaction: 16% "Excellent", 44% "Very satisfactory"</p> <p>(3) Introductory remarks on NEM: 22% "Excellent", 47% "Very satisfactory"</p> <p>(4) Current situation of NEM in Myanmar: 13% "Excellent", 50% "Very satisfactory"</p> <p>(5) Report of Myanmar country paper: 16% "Excellent", 53% "Very satisfactory"</p> <p>(6) Interactive dialogue: 9% "Excellent", 53% "Very satisfactory"</p> <p><b>Vietnam</b></p> <p>(1) Achievement of your own objectives by attending the seminar: Yes 84%</p> <p>(2) Overall satisfaction: 32% "Excellent", 56% "Very satisfactory"</p> <p>(3) Introductory remarks on NEM: 28% "Excellent", 56% "Very satisfactory"</p> <p>(4) Current situation of NEM in Vietnam: 16% "Excellent", 32% "Very satisfactory"</p> <p>(5) Report of Vietnam country paper: 24% "Excellent", 48% "Very satisfactory"</p> <p>(6) Interactive dialogue: 24% "Excellent", 48% "Very satisfactory"</p>	<ul style="list-style-type: none"> <li>Seminars are organized in consultation with ASEAN Trade Promotion Organizations (TPOs) and consultants.</li> </ul> <p>Philippines: Department of Trade and Industry (DTI)</p> <p>Myanmar: Myanmar Trade Promotion Organization (Myantrade), Ministry of Commerce</p> <p>Vietnam: The Department of Trade Promotion (Vietrade), Ministry of Trade</p>	<p>The latest NEM-related issues will be identified and the input will be shared by all stakeholders. Increase awareness of mechanism of NEMs in trade.</p> <p>10 country papers, 10 seminars on NEM.</p> <p>The Government of Myanmar made remarks at the workshop to create the policy framework on NEMs after it heard presentations and dialogue from the experts.</p> <p>The Government of Vietnam made remarks at the workshop to increase the awareness of the opportunities and risks on NEMs after it heard presentations and dialogue from the experts.</p>

## 2. Promoting investment

Investment promotion activities as set forth in the annual work plan for FY2017 are being implemented successfully. The key objectives have been achieved towards sustaining investment inflows between ASEAN Member States and Japan and supporting individual needs for specific policy objectives of ASEAN Member States.

All promoting activities are demand-driven and undertaken in line with the national strategy of individual member states in an effort to further promote and raise the profiles of the respective member states as the main investment destination for Japanese investors, including both new investments and reinvestments, and with a view to contributing to sustainable development. Consequently, the following concrete and measurable results were produced this fiscal year.

### A. Investment Policy Analysis for Institutional Capacities



#### High-level dialogue between ASEAN high-ranking officials and Japanese investors

The high-level forum provides an opportunity for high-ranking officials, represented by either the heads of state or senior ministers, to convey the latest and current information on new policies related to investment, new incentives and opportunities directly to the participants, mainly comprised of members of the Japanese business community including potential and existing investors and SMEs.

Twenty-six business forums for nine countries – Cambodia, Indonesia, Lao P.D.R., Malaysia, Myanmar, Philippines, Singapore, Thailand and Vietnam – have been organized, and attended by more than 2,700 participants. Given the nature of the activity, first-hand and official information was directly transferred to a large audience including people from the media. The dialogue also paved the way for potential new investment and new ventures to explore investment opportunities.



#### Ministerial-level policy dialogue for CLMV

With the objective of narrowing the development gap, the Centre allocates additional resources specifically for less-developed ASEAN-4 to organize bilateral policy discussions among individual ASEAN-4 ministers, Japanese government officials and business-related people focusing on specific investment policies for sustainable development.

Seven bilateral forums and business-matching activities for Cambodia, Lao P.D.R, Myanmar and Vietnam have been organized, of which six forums were held in local cities and regions, namely Osaka, Nagoya, Nagano, Gunma, Kanagawa, and Sendai, and one forum was held in Tokyo.

#### Research and policy analysis on FDI trends in ASEAN by AJC

In FY2017, the AJC made a significant step towards analytical capacity-building. Following the first task of translating the ASEAN Investment Report (AIR) 2016, into the Japanese language, the Centre disseminated the report through a seminar, which was attended by 180 participants. The Investment Division also contributed to a center-wide activity building capacity of policy analysis on FDI trends in ASEAN.

## B. Knowledge-Building for Company-Strategy-Making Process

### ASEAN Regional Programs

The programme aims at providing up-to-date information on the ASEAN community and its sub-regions to build knowledge for Japanese companies that are greatly interested in investing in the region. For this purpose, the Centre held 32 topical investment lecture series at ASEAN-Japan Hall. The lecture series on ASEAN information were well received in terms of the number of participants, coming in at more than 3,560. A wide range of investment-related knowledge and information was shared and presented by experts. Topics of interest among others included logistics, fintech, dispute settlement, ASEAN statistics contained in the ASEAN information map, strategy for cooperation with local enterprises, human resources and labour, mergers and acquisitions (M&A) and legal systems including investment laws.

### Networking with Japanese investors in local cities

Under this program, six bilateral networking activities were conducted between ASEAN Member States and Japanese stakeholders including the potential investors and supporting organizations in local cities. One activity took place in three local cities, namely Osaka, Kyoto, and Hiroshima. The other five activities took place in Toyama, Wakayama, Fukuoka, Nagasaki and Okinawa. Both sides were highly satisfied as the activities triggered interesting and extensive discussions on exchange and sharing of information, challenges and recommendations, and the latest investment policy and business environments. By way of direct communication, close linkages were forged between officials and Japanese stakeholders at the outset.



## C. Dissemination and Outreach

### ASEAN website

The Centre periodically updates and regularly checks the investment information website to ensure that the contents therein are accurate, valid and current. Some pieces of information are readily available in the Japanese language for the benefit of the Japanese business community, such as the investment-related laws and regulations and list of industrial parks. In FY2017, the number of visits to investment-related pages significantly increased and the number of subscribers to the email magazine reached more than 15,000. (link: <http://www.asean.or.jp/en/invest/about/invests/>).

### Publication

The Centre updated investment-related information of ASEAN Member States including the ASEAN information map. Then the ASEAN information map (5,000 copies) was printed for distribution to the Japanese business community in Japan. A major change is that the newly updated information map has been expanded to 28 pages from 20 (A0 size paper). The expansion covers updated ASEAN data consisting of the largest companies in ASEAN, service trades, global value chains, and FDI stock data. The Centre also published investment guides for Brunei and Cambodia in a total of 2,500 copies.

## D. ASEAN Human Resource Programme

In recognition that it is important to nurture ASEAN students and trainees so that they can support the business expansion of Japanese companies, the Centre has conducted five forums, one each in Tokyo, Nagoya, Hiroshima, Kobe and Niigata, providing fundamental knowledge on human resource issues of Japanese companies operating in ASEAN. Overall, 330 participants attended, with 4 instances of media coverage. The programme provided information on employment and training systems in Japan. All this information is important for ASEAN students preparing to enter the job market of Japanese companies.

TABLE 4. PERFORMANCE APPRAISAL FRAMEWORK: INVESTMENT

Objectives		Key Outputs	Relevance
Understanding better the issues related to economic partnership	Investment Policy Analysis for Institutional Capacities: High-level dialogue between ASEAN high-ranking officials and Japanese investors	<p>Enhancing institutional capacity-building through organizing forums and discussions with Japanese business community to learn about industrial policies and expectations by Japanese potential/existing investors.</p> <p>Organized 26 bilateral business forums and discussions (Cambodia, Lao P.D.R., Indonesia, Malaysia, Myanmar, Philippines, Singapore, Thailand and Vietnam) in Tokyo and other cities in Japan. In total attended by more than 2700 participants with 7 cases of media coverage.</p> <p>Forums attended by Prime Minister, Ministers and high-ranking officials. Specifically, <i>Lao Economic Forum attended by Lao Prime Minister Thongloun Sisoulith together with the ministers and high-ranking officials. The forum was held on June 6, 2017 in Tokyo.</i></p>	<p>1. Two-way interface between ASEAN high-ranking officials and Japanese stakeholders created a rare opportunity for deepening business and investment relations, maximizing the benefit of FDI for achieving AEC development objectives as stated in Blueprint 2025.</p> <p>2. Accommodated knowledge exchange and sharing. The topics were chosen in conformity with individual country-specific demands. The high-level officials of ASEAN could convey information and also learn the intention of Japanese investors through direct interaction.</p>

## Core values and measurements

Quality	Efficiency	Effectiveness/Impact
<p>In general, the majority of participants (95%) commented that the forums were informative and useful.</p> <p>The forums were unique in term of its essence and organization that customized for maximum mutual benefit between Japan and ASEAN member country individually.</p> <p>The respective discussions were participated by high-level ranking officials such as H.E. Thongloun Sisoulith, Lao Prime Minister; H.E. Sok Chenda Sophea, Minister attached to Prime Minister of Cambodia; H.E. Mr. Enggartiasto Waskita, Minister of the Ministry of Trade of Indonesia; Lao Minister H.E. Mr. Souphanh Keomixay; H.E. Mr. Ohn Maung, Union Minister, Ministry of Hotels and Tourism, Myanmar; H.E. Mr. Carlos G. Dominguez, Minister of Finance of the Philippines; H.E. Mr. Rowel S. Barba, Vice Minister, Department of Trade and Industry (DTI) of the Philippines; and H.E. Mr. Nguyen Van Trung, Vice Minister of MPI of Vietnam, and H.E. Aung Naing Oo, Secretary, Myanmar Investment Commission.</p> <p>Lao Prime Minister: <i>"I have been warm welcome by AJC since I was chairman of Planning and Investment board, and AJC has contributed a great deal to the economic development of Lao by promoting Japanese FDI to the country."</i></p> <p>H.E. Aung Naing Oo: <i>"Thank AJC, especially Mr. Fujita Secretary General of AJC for organizing this important event to disseminate our new company law. I do hope that Japanese investors could understand more the differences between old law and new law. This is very important for Myanmar to accommodate more FDI, creating more job in the country"</i></p> <p>Director of MIDA, Mr. Zahirul Ishak: <i>"The business and investment discussion fostered closer collaboration between ASEAN-Japan Centre and the officials from Malaysia."</i></p>	<ol style="list-style-type: none"> <li>1. Close collaboration between Japan and ASEAN Member States.</li> <li>2. Official information relating to investment transferred directly to Japanese business community.</li> <li>3. Timing and reliability of the activity conducted-new information on policies and regulations, providing response to the previous questionnaire.</li> <li>4. Japanese business communities are able to raise questions and their concerns directly to high-ranking officials in high expectation of a positive policy impact.</li> <li>5. Deepen the focus on specific sector/ industries. For example, Singapore forum on "dispute settlement and arbitration" indicated its significant effectiveness as most cases were received from ASEAN region, with an increasing trend of Japanese case.</li> <li>6. Other resource: Notification through Centre's website and email magazine.</li> </ol>	<p>Beneficiaries: Vary from one dialogue to another -</p> <ol style="list-style-type: none"> <li>i. Participants-receiving direct and current information. Opportunity to raise their concerns directly and receive immediate solutions.</li> <li>ii. Japanese stakeholders able to propose practical recommendations to ASEAN officials for investment policy improvement.</li> <li>iii. ASEAN officials- gathering of comments or proposals from Japanese stakeholders for their consideration towards amending/improving related policies and incentives.</li> </ol> <p>Total of 30 requests/proposals were received. ASEAN officials provided 28 solutions of which there were 11 responses and 17 actions taken.</p> <p>The forum also provided the opportunity for business consultation and signing of an MOU between interested parties. For instance, 23 one-to-one consultation took place on the sideline of the forums. In addition two MOU's have been signed, of which Indonesia and AEON have signed an MOU for opening a third shopping mall in Indonesia.</p> <p>Potential benefits of FDI in strategic sectors of host countries are visible:</p> <ol style="list-style-type: none"> <li>1. Setting up affiliate companies/branches-Job opportunity for local people, generating income.</li> <li>2. Transferring knowledge, know-how, and technology- fundamental for domestic firms to innovate and scale up productivity.</li> <li>3. FDI flows in conformity with national strategy - efficient promotion, helping diversify economic base and supporting sustainable growth.</li> </ol> <p>Project Effectiveness:</p> <p>High-level forum served as fundamental basis for productive collaboration. Close friendships were established between high-ranking government officials of ASEAN countries and Japanese stakeholders both business persons and the authorities. The forums were inspired thanks to the attendance of top government officials from Cambodia, Lao P.D.R., Indonesia, Myanmar and the Philippines. Diplomats and commercial counselors were also presented.</p> <p>Aside from the above, the government policy and development approaches were conveyed in direct form to Japanese counterparts. Various sectoral policies for investment ranging from food and manufacturing to trade including its logistic issues were well included in the agenda, so as to attract attention of potential investors. The forums provided fruitful discussions in which all information met the expectation of the audience.</p> <p>Minister Sok Chenda <i>"Cambodia acknowledged those comments provided by Japanese investors and came out with the strategy set in Industrial Development Policy relating to infrastructure, logistics and electricity cost, hopefully to reduce the cost of doing business in the near future."</i></p> <p>ASEAN-Japan Center's prestige was elevated by the engagement of high-level officials in the events.</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: Ministerial-level Policy Dialogue Programs for CLMV	<p>Organized seven bilateral forums and business matching (Cambodia, Lao P.D.R., Myanmar and Vietnam). Of which six forums were held in local cities and regions, namely Nagoya, Osaka, Nagano, Gunma, Kanagawa, and Sendai. One forum was held in Tokyo.</p> <p>The bilateral dialogues was participated in Cambodia Minister attached to Prime Minister H.E. Sok Chenda, Myanmar Minister H.E. Mr. Ohn Maung (Minister of Hotel and Tourism); Lao Minister H.E. Mr. Souphanh Keomixay and Vietnam Vice Minister of MPI H.E. Mr. Nguyen Van Trung.</p>	<p>1. Following objectives of narrowing the development gap between ASEAN-6 and CLMV in view of AEC 2025.</p> <p>2. Bolstering capacities for CLMV government officials through bilateral discussion in which they would share experiences and transfer knowledge.</p> <p>3. Promoting CLMV countries as FDI destination for Japanese investors.</p>	
	Knowledge-Building for Company Strategy-Making Process: Networking with Japanese investors in local cities	<p>Six bilateral networking activities were conducted. One took place in three local cities of Osaka, Kyoto, and Hiroshima (for Malaysia). The others were conducted in Toyama (for Myanmar), Fukuoka, Wakayama, Nagasaki, and Okinawa (for Brunei).</p>	<p>1. Emphasize investment potential of ASEAN to Japanese investors at prefecture city and local level. The activities promoted better awareness among business communities.</p> <p>2. Foster networking and business relationship.</p> <p>3. Information sharing and exchange - Provide opportunity to learn detailed information and issues that have newly emerged. By way of discussion, useful input expected for further policy improvement.</p>	



## Core values and measurements

	Quality	Efficiency	Effectiveness/Impact
	<p>The vast majority of the participants (99%) evaluated the forums as useful and informative.</p> <p>Investment forums involving bilateral discussion between high-level officials of CLMV country and Japanese stakeholders considered as exclusive event organized by AJC.</p> <p>Cambodia Minister H.E. Sok Chenda  <i>"Its a great occasion provided by AJC that I can come to talk on Cambodian-investment opportunities to Japanese business people in Tokyo and Sendai. Thank to Mr. Fujita, Secretary General of AJC for leading his team to organize this important forum, his comments on future direction for investment in Cambodia are significant and actual."</i></p> <p>Lao Minister Sophanh Keomixay:            1) <i>"The great support from ASEAN-Japan Centre made the mission successful, and I was very much impressed by the professionalism and devotion of your staff."</i>            2) <i>"High appreciation for the constant and generous supports by ASEAN-Japan Centre in organizing this significant seminar. The mission will widely expand and promote the cooperation of Laos and Japan."</i></p>	<ol style="list-style-type: none"> <li>1. Established close collaboration between Japanese stakeholders (local authority and business community) and CLMV.</li> <li>2. Official information relating to CLMV economic and investment conditions disseminated directly to Japanese business community not only in Tokyo but also in other local cities - the location of wider business especially SMEs.</li> <li>3. In a timely way, transferred new information on policies and regulations.</li> <li>4. Discussion touched on specific industry-a national priority that CLMV countries are expected to attract Japanese investors. Also taking the opportunity to coordinate with existing investors regarding their concerns as well as future plans.</li> <li>5. Other resource: Notification notice through Centre's website and email magazine.</li> </ol>	<p>Beneficiaries:</p> <ol style="list-style-type: none"> <li>i. In line with receiving knowledge and know-how, high-ranking officials experienced an in-depth-sense of Japanese business culture that was of great benefit for policy formulation toward improving services for investors.</li> <li>ii. Participants-receiving direct and official information.</li> <li>iii. Japanese stakeholders - opportunity to propose options for cooperation and investment.</li> </ol> <p>Immediate outcome:            Five policies proposals or requests have been received from Japanese stakeholders, such as issues relating to high cost due to inefficient infrastructure, capacity of human resources, legal systems, tax and incentives. All requests have been solved (2 responses and 3 actions taken) by ASEAN delegations, and the other related proposals were taken into consideration for further action.</p> <p>Potential outcome:            High expectation for a benefit to come from intensifying the exposure of CLMV investment potential to broader Japanese business communities. Thus forging investment for narrowing development gap within ASEAN.</p> <p>A number of Japanese companies decided to expand their footprints in CLMV countries. For example Mineabe and Denso have recently taped additional capital totally 46 Million dollars into new investment projects in Cambodia, creating 1,697 jobs.</p> <p>Some business people expressed high interest in investing in agriculture sector in Lao P.D.R.</p>
	<p>Japanese stakeholders were highly satisfied with the activities and appreciated it as a good way for receiving useful, and comprehensive information as well as building connections with ASEAN Member State officials.</p> <p>ASEAN Member State officials-appreciated the outreach activities as a means for direct communication and collaboration with local business communities.</p>	<ol style="list-style-type: none"> <li>1. Synergies between local agencies and authorities of Japan and ASEAN Member States.</li> <li>2. By visiting Japanese corporations and industries, ASEAN officials were able to propose direct cooperation and connection for partnering with ASEAN enterprises.</li> <li>3. The officials were able to convey directly the investment policies and business environment and gather views, comments, proposals and recommendations from the Japanese side.</li> <li>4. Establish official links between ASEAN officials and relevant agencies, business associations in Japan particularly in local cities.</li> </ol>	<ol style="list-style-type: none"> <li>1. Japanese business communities in local cities-received direct and official information. Business issues and challenges have been discussed and suggestions shared among participants.</li> <li>2. Established official links between government officials, business associations and relevant agencies of ASEAN and Japan for sharing information and further networking. For instance, MIDA of Malaysia has established reciprocal relation with local cities and was invited as a VIP during the open ceremony of Monozukuri Fair 2018.</li> <li>3. Spin-off effects- should there be FDI, this hopefully will impact the economic and social development of the member state.</li> <li>4. Triggered SMEs to expand their activities into ASEAN countries. For instance, OTAFUKU SAUCE Company expanded activities to Malaysia to produce Halal Okonomi Sauce, Yakisoba and Takoyaki Sauces.</li> <li>5. Expected to bring in ASEAN especially CLMV new technology and know-how through expansion of business/ investment activities.</li> </ol> <p>Project Effectiveness:            Able to provide updates of various pieces of policy information including information on halal certification, petrochemical industry and working visa for investors and potential investors, supporting organizations, and assisting business expansion of local companies to ASEAN countries. The concerns and inquiries on visa and foods export procedures were well answered. Some other inquiries were taken into consideration and distributed to relevant agencies for adjustment to investment promotion policy and future correction of promotional activities, too.</p> <p>Some companies expressed interest in exploring business collaboration in R&amp;D with Malaysian entity and also metal stamping products.</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	1. To develop the expertise and analytical skills of the Centre's staff on FDI related issues. 2. To enhance the Centre's name in the area of investment analysis.	Statistical research on trade, investment, ASEAN society, and ASEAN-Japan relation to produce ASEAN Information Map. ASEAN data and information have been updated and expanded more comprehensively (done by December 2017). ASEAN Information Map enlarged to 28 pages from 20, covering 200 new charts and graphs.	1. Research exercises are one way of developing expertise and analytical skills for AJC staff. 2. Understanding of ASEAN economy and society. Understanding and analyzing data closely linked to improvement of skills and enhancement of professionalism.
	Knowledge-Building for Company Strategy-Making Process: ASEAN Regional Programs	To disseminate information, and promote and increase awareness of ASEAN regional economic integration (ASEAN Economic Community) and Investment. To provide latest information to Japanese business community on ASEAN Economic Community and topic-specific information such as logistics, fintech, dispute settlement, ASEAN statistics contained in ASEAN Information Map, strategy for cooperation with local enterprises, human resources and labour, M&A, legal system and investment laws. These events take place at the ASEAN-Japan Hall.	32 topical lecture series were held at ASEAN-Japan Hall with more than 3,560 participants.	1. Investment information was thoroughly selected for dissemination; on this basis the latest information was directly transferred to business communities. 2. The topics were provided in response to the requests and feedback from previous participants and on the relevancy and timing of the issues.
Information System	Disseminate and Outreaching: 1. ASEAN Website - 2. Publication	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.	Update current investment-related information of ASEAN Member States including ASEAN Information Map. The Centre printed ASEAN Information Map (5000 copies) for distribution to Japanese business community in Japan and ASEAN. Also 2,500 copies of investment guides for Brunei and Cambodia were published.	Information provision - dissemination of ASEAN socio-economic data and investment related information which are highly needed by investors as well as policy makers.
Promoting entrepreneurship development	ASEAN Human Resources Development Programme	To provide necessary support to companies especially SME's, that are interested in overseas business and that are faced with human resource problems. To nurture the capability of ASEAN students and trainees to support the business expansion of Japanese companies.	Five forums have been conducted. The events took place in Tokyo, Nagoya, Hiroshima, Kobe and Niigata. Overall, 330 participants attended, with four cases of media coverage.	To provide fundamental knowledge on human resource issues of Japanese companies operating in ASEAN. To provide information on employment and training systems in Japan.



## Core values and measurements

	Quality	Efficiency	Effectiveness/Impact
	<ol style="list-style-type: none"> <li>1. Data and information are drawn from official sources of ASEAN and Japanese authorities.</li> <li>2. Information has been presented in charts and graphs and are user friendly.</li> </ol>	<ol style="list-style-type: none"> <li>1. AJC staff involved directly with data research.</li> <li>2. AJC staff explained ASEAN Information Map to stakeholders, especially investors.</li> <li>3. 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.</li> </ol>	<ol style="list-style-type: none"> <li>1. Having developed the analytical capability of AJC staff members.</li> <li>2. The Centre's staff gained knowledge through their research and the production of ASEAN Information Map.</li> <li>3. AJC's staff conducted dissemination seminars. Investors received valuable information. The ASEAN Information Map is available for stakeholders especially Japanese investors.</li> <li>4. The results drawn from research and data compilation can be utilized widely.</li> </ol>
	<p>Participants were highly satisfied with the seminars. Based on the results of an evaluation, the majority of the participants (95%) commented that the lectures were informative, useful and timely.</p>	<ol style="list-style-type: none"> <li>1. Close collaboration between AJC and the ASEAN Member States.</li> <li>2. Official information transferred directly-reaching out to Japanese business community.</li> <li>3. Timing and reliability of the activity conducted-new information on policies and regulations.</li> <li>4. Avoiding duplication of the activity conducted by other agencies and deepening and focusing on specific issues/industries and new policy information. This greatly helped to fulfil the needs of businesspeople to be ready for ASEAN.</li> <li>5. Cost performance of organizing the activities at ASEAN-Japan Hall.</li> </ol>	<ol style="list-style-type: none"> <li>1. Japanese business people and other stakeholders including SME communities received updated information relating to investment and its policies.</li> <li>2. Better awareness of ASEAN among Japanese business people.</li> <li>3. Business community gaining knowledge on new start-up business in ASEAN, an advantage for them to make investment decisions.</li> <li>4. New emerging issues like fintech/digital economy were popular. METI of Japan also showed interest in cooperating with AJC to organize those topics seminars.</li> </ol>
	<ol style="list-style-type: none"> <li>1. ASEAN Information Map has been updated and enriched to cover most data about social and economic development trends in ASEAN. Most of those who attended the briefing on the ASEAN Information Map (98% of attendees) found it very useful and informative.</li> <li>2. The coverage is more comprehensive</li> </ol>	<ol style="list-style-type: none"> <li>1. Information Map provided to many Japanese stakeholders at seminars. Data materials disseminated free of charge.</li> <li>2. Inhouse-work of AJC for producing ASEAN statistical information is to minimize cost of hiring experts.</li> <li>3. Able to notice of 'new' publications through the Centre's website and e-mail magazine.</li> <li>4. Cost performance of maintenance of website-involves smaller budget with utilisation of end-users (reaching out to as many stakeholders).</li> </ol>	<ol style="list-style-type: none"> <li>1. Beneficiaries-for Japanese business community-Better opportunity to get information on ASEAN</li> <li>2. Usefulness of AJC becomes better known through its publications.</li> <li>3. Email Magazine - Investment Unit (Trade and Investment Division) has its own email magazine. Number of subscribers, who wish to do business in ASEAN/explore information on ASEAN, at present reached more than 15,000.</li> </ol>
	<p>95% of participants evaluated the programme as useful. The companies were satisfied with their engagement, saying the AJC is very helpful in bridging the needs for human resources for the SMEs</p>	<p>The programme was involved directly with Japanese SME's that need for management and skilled labour for their business expansion.</p> <p>Former students and former trainees from ASEAN also made presentations to share their experiences.</p>	<p>Better awareness among trainees/students. Understanding better the working conditions, students would prepare themselves for the potential job market.</p> <p>Companies would gain the advantage of easing their human resource challenges.</p>

### 3. Promoting tourism

To help the ASEAN Member States realize the ASEAN Tourism Strategic Plan 2016-25 and further promote tourism traffic between ASEAN and Japan as well as Visit ASEAN@50, major activities have been implemented. Highlights of the results and impacts of each activity are as follows:

#### Technical Workshop on Accessible Tourism for Myanmar, the Philippines, Singapore, Thailand and Vietnam

**Date:** October 15-21, 2017

**Organizer:** ASEAN-Japan Centre

**Place:** Tokyo and Toba, Mie Prefecture

**Number of participants from MmpSTV:** 13

**Activities:** Invited management-level tourism stakeholders from Myanmar, the Philippines, Singapore, Thailand and Vietnam to attend the workshop in Japan. After a series of lectures in Tokyo on cases of Japan's accessible tourism and the latest information on Japan's overseas travel market, the participants visited the city of Toba in Mie Prefecture to study the local community's efforts to make an accessible environment for tourists and residents. The group also attended the International Tourism Symposium in Toba.



#### Program Outline

##### • Day 1 / Lectures

Updates on the Japanese Outbound Travel Market, Overview of Accessible Tourism, Japan's Accessible Environment, Approach to Enhancing Accessibility, Accessible Tour Products

##### • Day 2

a.m. Country presentation on accessible tourism in the respective countries  
p.m. Inspection of TOTO Technical Center, Transfer to Toba

##### • Day 3

Attend the International Tourism Symposium

##### • Day 4

a.m. Technical visit to barrier-free tourism facilities  
p.m. Inspection of accessible hotel rooms, presentations by Iseshima Barrier Free Tour Center

##### • Day 5

a.m. Visit Toba Station and barrier-free tourism spots in the area,  
Group Discussion and Wrap-up

## Follow-up Seminar on Accessible Tourism

**Date:** March 1, 2018

**Place:** Manila, the Philippines

**Co-organizer:** Department of Tourism, the Philippines

**Participants:** 115

The AJC organized the Seminar on Accessible Tourism on March 1, 2018 in Manila, the Philippines jointly with the Philippine Department of Tourism. This seminar was a follow-up activity of the Workshop on Accessible Tourism, which was conducted in October 2017, in Tokyo and Mie, by inviting related stakeholders from five of the ASEAN Member States (Myanmar, the Philippines, Singapore, Thailand and Vietnam).



### Program

Presentation:

- *"Japanese Overseas Travel Market with a Focus on the Philippines"* by Ms. Mizuho Kanda (Assistant Director, Tourism & Exchange Division, ASEAN-Japan Centre)
- *"Accessible Travel Products"* by Mr. Hisashi Yamaguchi (President, TIC Travel Center Co., Ltd.)
- *"Programs of Iseshima Barrier-Free Tour Center"* by Ms. Chie Nakamura (Iseshima Barrier Free Tour Center)

Experience-sharing by Workshop participants from Myanmar, Thailand and Vietnam

### Panel Discussion

Topic: Accessible Tourism in the Philippines

Panelists:

- Dr. Jeana Manalaysay, Private Practice Dentist, Jeana Lacsamana-Manalaysay Perio-Dental Clinic
- Ms. Hazel Bual, School of Deaf Education & Applied Studies, De La Salle-College of Saint Benilde
- Ms. Margaretha Gloor, Founder & President, Circle of Friends Foundation Inc.

Moderator:

- Mr. Rizalio R. Sanchez, Chief, IEC Division, National Council on Disability Affairs



## Seminar on Educational Travel to ASEAN

**Date:** August 1, 2017

**Organizer:** ASEAN-Japan Centre

**Venue:** Tokyo

**Participants:** 84 people from schools and the travel industry

**Activities:** Tourism & Exchange Division held a seminar to commemorate Visit ASEAN@50. AJC introduced ASEAN as the destination for school excursions and language training, through updates by ASEAN NTOs and an airline, presentations by a school that has been visiting ASEAN Member States, as well as by an insurance company on safety awareness.

More than 80 people attended the seminar from schools and the travel industry. AJC's aim was to deepen their understanding of educational travel from Japan to ASEAN countries and emphasize the destinations' advantages, such as their close proximity and little time difference from Japan and other factors that make ASEAN Member States the ideal destinations for educational travel.





## Training Program on Interpretive Planning

**Date:** September 12-15, 2017

**Organizer:** ASEAN-Japan Centre

**Venue:** Tokyo and Yamanashi

**Participants:** 17 senior interpreters (tour guides) and heritage site managers

**Main lecturer:** Professor Koji Furuse, Teikyo University of Science

The Centre offered a training program on interpretive planning that describes a strategy of visitor services and related resource management for sustainable heritage sites and tourism development in ASEAN.

In total, 17 senior interpreters (tourist guides) and heritage site managers in ten ASEAN Member States participated in the program. Interpretive planning addresses management needs and resource considerations, offers an essential guideline for the development of quality visitor services at heritage sites or facilities, and describes strategic operation and management of the sites. The participants learned the concept of interpretation or quality guiding services, focusing on components of planning for interpretation, completed exercises of planning, and experienced interpretive programs.

During the on-site training in Kiyosato, Yamanashi Prefecture, which is considered to be an example of an interpretation site, the participants experienced a practical example of interpretation.

The participants submitted their interpretive plan after the program, and it can be used in their site.



## Mekong Tourism Award

**Date:** March 8, 2018 (announcement of winners and award ceremony)

**Organizer:** ASEAN-Japan Centre

**Venue:** Tokyo

**Number of entries:** 31

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

The judging committee consisting of the members of the Japan Association of Travel Agents (JATA), the Chairman of Overseas Tour Operators Association of Japan (OTOA), and the ASEAN-Japan Centre, carefully screened all of the thirty-one entries, and selected the winners.

Travel companies, as well as land operators and airlines, have been commended in six award categories namely: New Destination Award, Unique Tour Award, Luxury Travel Award, Sustainable Tour Award, ASEAN@50 Award and Jury's Special Award. Winners were announced at the award ceremony on March 8, 2018.

On average, tours awarded the Mekong Tourism Award 2016 received 5% more inquiries and applications compared to the previous period.



## Tourism Marketing Seminar 2017 in Lao P.D.R. and Cambodia

**Lao P.D.R.**

**Date:** October 3, 2017

**Organizer:** ASEAN-Japan Centre

**Venue:** Vientiane, Lao P.D.R.

**Co-organizer:** Ministry of Information, Culture and Tourism of Lao P.D.R.

**Participants:** 82 people (Ministry of Information Culture and Tourism, travel agencies, tourist guides, hotels, guest houses, restaurants and other tourism-related personnel)

**Cambodia**

**Date:** October 6, 2017

**Organizer:** ASEAN-Japan Centre

**Venue:** Siem Reap, Cambodia

**Co-organizer:** Ministry of Tourism of Cambodia

**Participants:** 124 people (Ministry of Tourism, local government, tour operators, travel agencies, hotels, restaurants, tourist guides and other tourism-related personnel)

**Activities:** Tourism & Exchange Division co-organized Tourism Marketing Seminar in Lao P.D.R. and Cambodia. The objectives of the seminar were to provide necessary knowledge to attract Japanese tourists and also to facilitate the implementation of MRA-TP (Mutual Recognition Arrangement on Tourism Professionals) and to make a report on its progress in the tourism and hospitality industries.

Many people involved in the tourism and hospitality industries attended both seminars. In Lao P.D.R., presentations were given on the method of attracting Japanese tourists and implementation of MRA-TP. In Cambodia, the Minister of Tourism explained the cooperative relationship between Japan and Cambodia in the tourism sector in the opening remarks, and an open forum was also organized on the way of thinking to increase the number of Japanese tourists visiting the region.



## Events at the ASEAN-Japan Hall

**Dates & Events:** Philippine Social Business Seminar (June 3, 2017), Danang Tourism Seminar (June 15, 2017), Singapore Local Food Seminar & Slide Talk Show (July 15, 2017), Lao Food Seminar (February 22, 2018)

**Participants:** Total of 236

**Activities:** AJC organized events to highlight the diversified cultural and tourism attractions of ASEAN Member States, focusing on their uniqueness and authenticity so as to update a wider range of the Japanese public and the travel industry. Furthermore, a seminar to introduce activities of a social enterprise established by a Japanese person in the Philippines was organized.





## Theme-based tourism promotion (Inbound Promotion)

### A series of seminars on how to provide services to Muslim tourists from ASEAN

**Date:** May 31, 2017 (Shiga); August 17, 2017 (Tokyo); October 4, 2017 (Chiba); November 29, 2017 (Saitama); December 15, 2017 (Tokyo); February 8, 2018 (Kagawa)

**Organizer:** Local governments, tourism associations and a university in Japan

**Participants:** Total of 445 participants in seminars

**Activities:** An AJC staff member made presentations at seminars and a university class organized by local governments, tourism associations and a university in different regions in Japan. Basic information regarding Muslim practices to make Japan a more Muslim-friendly destination was shared with participants.

### Technical visit to Katori City, Chiba

**Date:** October 13, 2017

**Organizers:** ASEAN-Japan Centre and Katori City

**Supported by:** Kanto District Transport Bureau, Ministry of Land, Infrastructure, Transport and Tourism

**Participants:** Ten participants from embassies of Cambodia, Lao P.D.R., Myanmar, Philippines, Thailand and Vietnam

The AJC organized a technical visit for representatives from ASEAN embassies in Tokyo to the city of Katori in Chiba as one of AJC's inbound tourism promotion activities.



The historical town of Sawara area in Katori city is registered as a Japan heritage site, and float festivals there are inscribed as Intangible Cultural Heritage of Humanity by UNESCO. The program was conducted at the invitation of Katori city and with support from the Kanto District Transport Bureau to commemorate the 50th anniversary of the establishment of ASEAN.

The program included tourism attractions of Sawara, such as the Sawara Grand Festival and the renovated old folk house accommodation facilities, and the city's sixth sector industrialization site. The embassy representatives also had a networking gathering with the mayor of the city and other local stakeholders to discuss future cooperation in tourism and other sectors.





## Participation in Tourism events FY2017

### Date and venue:

May 27–28, 2017 (Laos Festival 2017)

May 27–28, 2017 (Kanku Tabihaku 2017)

September 21–24, 2017 (Tourism EXPO Japan 2017)

November 11–12, 2017 (Okinawa Tabi Festa 2017)

March 25, 2018 (Vietnam Festival in Sakai)

March 30–April 1, 2018 (Haneda Outbound Travel Fair)



### Number of Visitors

Laos Festival 2017 (150,000)

Kanku Tabihaku 2017 (42,000)

Tourism EXPO Japan 2017 (191,500)

Okinawa Tabi Festa 2017 (35,200)

Vietnam Festival in Sakai (10,000)

Haneda Outbound Travel Fair (41,000)

**Activities:** Participated in major tourism events in Japan to distribute/disseminate tourism information to visitors and to highlight Visit ASEAN@50.

### Also conducted additional activities as follows:

- Presentation on ASEAN tourism attractions at Kanku Tabihaku
- New destinations of Myanmar at Tourism EXPO Japan
- World Heritage sites in ASEAN at Hokkaido Travel Fair
- Lao dance performance and introduction to World Heritage sites at Haneda Outbound Travel Fair.



## ASEAN Tourism Forum

**Date:** January 23 & 25, 2018

**Organizers:** ASEAN Secretariat, Ministry of Tourism and Sports, Tourism Authority of Thailand

**Venue:** Chiang Mai, Thailand

**Participants:** Tourism Ministers, National Tourism Organization representatives and tourism stakeholders of the ASEAN Member States and their dialogue partners including China, Japan and South Korea

**Activities:** The Secretary General and staff members of AJC participated in the annual ASEAN Tourism Forum and gave presentations on the Centre's tourism-related activities at the 46<sup>th</sup> Meeting of the ASEAN NTOs and the 21<sup>st</sup> Meeting of the ASEAN Tourism Ministers. Furthermore, AJC was presented with a plaque in appreciation of its support for the Visit ASEAN 50 Campaign 2017 at the awarding ceremony which was held in conjunction with the ASEAN Tourism Forum.





## Myanmar Photo Exhibition at AJC & Myanmar Tourism Promotion Seminar at Tourism EXPO Japan 2017

### Myanmar Photo Exhibition

**Date:** September 25-27, 2017 (Opening Ceremony on September 25)

**Organizer:** ASEAN-Japan Centre

**Venue:** ASEAN-Japan Hall

**Participants:** Approximately 270 people

**Activities:** Organized Myanmar Photo Exhibition at the ASEAN-Japan Hall. Myanmar has many tourism destinations that have not been revealed. The exhibition displayed Myanmar's mystical photographs taken by Myanmar photographers.

Visitors enjoyed the lifestyle and characteristics of the Myanmar people that can be found in the photographs.



### Myanmar Tourism Promotion Seminar

**Date:** September 22, 2017

**Organizer:** ASEAN-Japan Centre

**Venue:** Big Sight Tokyo (Tourism EXPO Japan)

**Co-organizer:** Ministry of Hotels and Tourism of Myanmar

**Participants:** Approximately 65 people

**Activities:** Tourism & Exchange Division hosted a seminar jointly with the Ministry of Hotels and Tourism of Myanmar, to introduce new tourism destinations of Myanmar to the travel industry. The Union Minister, H.E. U Ohn Maung himself opened the seminar, followed by presentations titled, "Myanmar Tourism Products", "Beaches in Myanmar", "Investment Opportunities for Tourism-Related Business", "Community-Based Tourism in Myanmar", "Food & Restaurants in Myanmar", and "Sakura Festival Myanmar 2018".



**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 MmPSTV	To respond to the need for updating tourism product knowledge and trends	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 15 to 20, 2017 Place: Tokyo and Toba, Mie Prefecture	Supported capacity building for tourism stakeholders in ASEAN Member States through furthering developing policies, and implementing and expanding their tourism standards for facilities, services and destinations. Invited 13 stakeholders from Myanmar, the Philippines, Singapore, Thailand and Vietnam.
	2) Follow-up Seminar on Accessible Tourism	To support policy/strategy-making process of relevant countries To entice inclusive tourism	Date: March 1, 2018 Place: Manila, Philippines	Supported capacity-building for tourism stakeholders in ASEAN Member States. Organized a seminar in Manila 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 of Japan's inbound tourism	To help Japanese stakeholders to develop more friendly environment for Muslim visitors and encourage more visitors from ASEAN to Japan. To promote Japan's tourist attractions.	Promote inbound tourism from ASEAN Member States to Japan through a series of seminars on how to receive Muslim tourists from ASEAN countries. Jointly organized a technical visit with the city of Katori, Chiba, and invited representatives of ASEAN mission in Tokyo to visit Sawara, Katori on October 13, 2017
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 Lao P.D.R. and Cambodia destinations to Japanese market. To increase the knowledge of the participants on the potential of tourism development in Lao P.D.R. and Cambodia. Date: October 3, 2017 (Lao P.D.R.), October 6, 2017 (Cambodia)	Supported capacity-building for tourism stakeholders in ASEAN Member States. Organized a tourism marketing seminar in Vientiane, Lao P.D.R. and Siem Reap, Cambodia for tourism stakeholders.

## Core values and measurements

	Quality	Efficiency	Effectiveness/Impact
	<p>Questionnaire survey on participants: All 13 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 questionnaire survey was conducted 6 months after the workshop to know how the participants utilized what they learned from the program.</p> <p>Case of media coverage: 37</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 persons at the management and decision-making level.</p>	<p>A post-activity questionnaire survey will be 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 industry/ government and ASEAN NTOs (National Tourism Organizations).</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>Result of follow-up questionnaire which was conducted after 6 months from the workshop: 90% replied that more accessible tourism products have been created / 90% replied that communication with/among stakeholders of accessible tourism has improved.</p>
	<p>Questionnaire survey on audience: 51</p> <p>Cases of media coverage: 40</p> <p>Total number of participants: 115</p> <p>Number of workshop participants who attended the seminar from Mm, S, T, V: 8</p>	<p>Co-organize the seminar with the Department of Tourism</p> <p>Arranged two 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 the profile of AJC among tourism stakeholders in the Philippines.</p> <p>Questionnaire for deepening knowledge of Japan's approach to accessible tourism through the seminar showed the result of:</p> <ul style="list-style-type: none"> <li>- 58% Very much</li> <li>- 42% Quite a lot</li> </ul>
	<p>Number of seminars: 6</p> <p>Total number of seminar participants: 445</p> <p>Number of participants who joined the technical visit: 10</p> <p>Cases of media coverage: 3 (visit to Katori City)</p>	<p>Used the AJC staff member as resource persons to be presenter (Seminar).</p> <p>Costs for venue and other arrangements and expenses are shouldered by local organizers (Seminar).</p> <p>Worked closely with Japanese local governments.</p>	<p>To deliver presentations at seminars in line with the Japanese Government's objective to make Japan a more Muslim-friendly destination.</p> <p>Comments from participants:</p> <ul style="list-style-type: none"> <li>- Learned a lot about Muslim tourists</li> <li>- Thank you for the opportunity</li> </ul> <p>Increased number of Muslim tourists from ASEAN.</p> <p>Diversified tour products of Sawara area</p>
	<p>(Lao P.D.R.)</p> <p>Number of participants: 82</p> <p>Cases of media coverage: 43</p> <p>Approximately 40% of the respondents answered that the seminar was very informative and 50% of them answered it was informative.</p> <p>(Cambodia)</p> <p>Number of participants: 124</p> <p>Cases of media coverage: 43</p> <p>Approximately 30% of the respondents answered that the seminar was very informative and 50% of them answered it was informative.</p>	<p>Co-organized the seminar with the Ministry of Information, Culture and Tourism of Lao P.D.R. and Ministry of Tourism of Cambodia.</p> <p>Conducted the seminars 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 the Japanese tourism market by describing and discussing how to promote attractions/destinations and attract quality tourists to Lao P.D.R./ Cambodia in order to enhance tourism receipt in Lao P.D.R./ Cambodia.</p> <p>Impact of the program will be measured by the number of Japanese visitors going to Lao P.D.R./Cambodia.</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. Increase awareness of its Visit ASEAN@50 Golden Celebration 2017 tourism campaign in Japan.	Promoted Visit ASEAN@50 to the travel industry in Japan. Arranged "Seminar on Educational Travel to ASEAN" in Tokyo on August 1, 2017, to promote ASEAN as an educational travel destination.	
Information System	6) Participation in events	To disseminate ASEAN tourism information to the travel industry and the general public, and strengthen relations 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. 2018 in Thailand and other ASEAN tourism meetings. Publicized ASEAN tourism attractions and VA@50 to Japanese travel industry and consumers by participating in major tourism events. Presentation on ASEAN tourism attractions at Kanku Tabihaku, New destinations of Myanmar at Tourism EXPO Japan, World Heritage sites in ASEAN at Hokkaido Travel Fair and Overseas Travel Event at Haneda. Provided latest tourism information through website, Facebook and Instagram. Provided photos of ASEAN destinations through Online Photo Library.	
Organizing business and exchange meetings	7) CLMV Tourism Promotion		Mekong tourism destinations become more popular in Japan. Japanese travel agents and travelers are motivated to explore and experience the niche market in the Mekong region.	Organize the 3rd 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, 2017 and March 31, 2018 Award categories: New Destination Award (1) Luxury Travel Award (1) Unique Tour Award (1) Sustainable Tour Award (1) ASEAN @50 Award (1) Jury's Special Award (3) Date: March 8, 2018 (announcement of winners and presentation of awards)	
Information System	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) Philippine Social Business Seminar June 3, 2017 (30 participants) 2) Danang Tourism Seminar June 15, 2017 (81 participants) 3) Singapore Local Food Seminar & Slide Talk Show, July 15, 2017 (55 participants) 4) Lao Food Seminar February 22, 2018 (70 participants)	
Creating environment more conducive to economic partnership	9) Training Program on Interpretive Planning	To increase the recognition of the need for an interpretive plan for resource management and visitor services at heritage sites in ASEAN, to conserve valuable tourism resources and provide quality tourism experiences to visitors, and to enrich the lives of people in the tourism regions.	Provision of a four-day-long training course in Japan to senior interpreters in ASEAN, creation of a draft interpretive plan at each site by each training participants during the training course.	Supported capacity-building for tourism stakeholders in ASEAN Member States through developing skills and abilities of senior-level stakeholders at selected heritage sites in these regions in terms of interpretive planning, and enhancing the quality of visitor services and resource protection in the selected heritage sites in these regions.	



## Core values and measurements

	Quality	Efficiency	Effectiveness/Impact
	<p>(Educational Travel)</p> <p>Number of audience members: 84 (teachers/representatives of schools, travel agents)</p> <p>Number of pieces of newly added VA@50 contents on AJC's website in tourism section: 2</p> <p>Results of post-seminar questionnaire survey on the participants show that 54% of them "strongly consider ASEAN as educational travel destination"</p>	<p>Worked closely with JATA, ASEAN NTO offices in Japan, National Educational Travel Research Association, and an influencer, a member of a famous girls' band.</p>	<p>Strengthened networks with ASEAN NTOs.</p> <p>Highlighted Visit ASEAN@50 and its outline and planned activities to the Japanese travel industry, media, the government and the public.</p> <p>Increased awareness among travel industry and general public, which would lead to increased number of Japanese travelers to ASEAN.</p>
	<p>Number of ASEAN-related meetings participated in: 4</p> <p>Number of meetings attended during the ATF: 5</p> <p>Number of visitors to the tourism events: Laos Festival (150,000), Kanku Tabihaku (42,000), Tourism EXPO Japan (191,500), Okinawa Tabi Festa (35,200), Hokkaido Travel Fair (9,089), Vietnam Festival in City of Sakai (10,000), Haneda Outbound Travel Fair at Haneda Airport (41,000)</p> <p>Distributed/disseminated tourism and AJC information/brochures to visitors to tourism events.</p> <p>Number of registrants to download photos from Online Photo Library: 562</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>Introduced AJC's activities to ASEAN's Tourism Ministers (ATF).</p> <p>During the ASEAN Tourism Ministers' Meeting, Tourism Ministers of Malaysia and Myanmar and other high ranking NTO officers expressed appreciation to AJC for its effort to promote ASEAN tourism in Japan. Use the exact quote in which Myanmar thanked AJC for organizing the accessible tourism seminar.</p> <p>Strengthened networks with South Korea and China ASEAN Centers (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: 31</p> <p>Cases of media coverage: 43 (for the opening of the award entry)</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>According to survey on awardees, awarded products received average of 5% more inquiries after the award.</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, AJC's website, and other SNS channels to announce, promote and recruit participants of the events.</p>	<p>Provided opportunities for both travel industry and Japanese general public to learn about useful travel information, less known destinations and the rich culture of the ASEAN Member States.</p> <p>By arranging resourceful 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 the visitors to be more interested in ASEAN and led to an increase in tourist visitors to those countries.</p>
	<p>Participants gained familiarity with the concept of interpretive planning, positive changes of the participants' knowledge of, attitude towards, and skills of interpretive planning, and efficient and effective approaches to quality visitor services and site management at the participants' sites.</p>	<p>Interpretation is cost-effective and cheaper than the repair costs to recover the damaged assets.</p>	<p>Development of an interpretive plan at each site by each training participant within three months of participating in the training to further improve the site management.</p> <p>Comparison of pre&amp;post questionnaire showed the positive change towards: familiarity with interpretation and interpretive planning, understanding of interpretation and interpretive planning, and the capability of using interpretive planning.</p> <p>Introduced the cases of interpretive planning in Japan and how they make efforts for a better visitor service.</p>

## 4. Promoting exchange of persons

With the mission of promoting people-to-people exchange, the Centre has placed importance on the exchange program for ASEAN-Japan women entrepreneurs. Additionally, the Centre has conducted exchange programs for Japanese children and students to further promote heart-to-heart understanding, friendly relations, networks and partnerships. The programs are also corresponding to the leaders' Vision Statement on ASEAN-Japan Friendship and Cooperation and its implementation plan to further strengthen ASEAN-Japan relations and support ASEAN Community-vision 2025.

### ASEAN-Japan Women Entrepreneurs' Linkage Program (AJWELP)

**Date:** December 3-6, 2017 (workshop, business presentation event, company visits)

**Organizer:** ASEAN-Japan Centre, Ministry of Cooperatives and SMEs Indonesia, Indonesia Chamber of Commerce and Industry (KADIN)

**Venue:** Jakarta, Indonesia

**Participants:** 20 ASEAN and Japanese startup women entrepreneurs (10 invited country-representing participants and 10 independent participants), 5 successful women entrepreneurs as mentors, 15 companies as supporting companies

**Activities:** The program was comprised of a two-and-a-half-day workshop, a business presentation event and company visits to provide an occasion for startup women entrepreneurs to network with supporting companies, mentors, and other women entrepreneurs.

The workshop was on entrepreneurship, leadership and presentation skills with the technical cooperation of UNCTAD and a half-day workshop on basic business ethics.

At the business presentation event, country-representing participants from 10 AMS made presentations and forged more than 70 linkages with these supporting enterprises to help realize their potential, in addition to receiving practical advice directly from mentors. These linkages include consultations and provision of legal advice.

A visit to ASEAN's only unicorn company and an energetic social entrepreneur made the participants passionate about being a leader of society.

The participants expressed their commitment to bringing back the knowledge and experience gained from the program to further develop their business, and to become a business leader and a model for future women entrepreneurs through better access to markets.

After joining AJWELP, the finalists keep contributing to their society as local business leaders. Some were invited to a prestigious program representing their country, and some played the roles of panelist/speaker at a conference.



They also received awards/recognition from various bodies on their passionate leadership. One of the 2<sup>nd</sup> AJWELP finalists, Ms. Wen Shin Chia, Founder of Green Yards from Malaysia, was chosen as the 2018 Queen's Young Leaders and received the award from Her Majesty the Queen at Buckingham Palace. She is also listed in Forbes 30 Under 30 Asia (Social Entrepreneurs 2019).

Ms. Debra Lim, Co-founder of Society Staple, Singapore, received Disability Awareness Enterprise of the Year-South East Asia, Social Care Awards, Global Health & Pharma 2018 and SOE-Neo Start-ups Awards at the 16<sup>th</sup> Spirit of Enterprise Award Singapore.

## ASEAN-Japan Women Entrepreneurs Network Gathering

**Date:** May 10, 2017

**Organizer:** ASEAN-Japan Centre

**Venue:** ASEAN-Japan Hall

**Participants:** 61 from ASEAN and Japan

**Activity:** Taking the opportunity of the Global Summit of Women which took place in Tokyo, the ASEAN-Japan Centre hosted the ASEAN-Japan Women Entrepreneurs Network Gathering to cater to the needs for building networks among women entrepreneurs.

Hon. Ambassador Delia Doming Albert of the Republic of the Philippines encouraged the participants by stressing that the world needs more powerful women.



## ASEAN Kids Day 2017 & ASEAN Exchange Classes at Onarimon Elementary School

**ASEAN Kids Day 2017**

**Date:** August 5, 2017

**Organizer:** ASEAN-Japan Centre

**Venue:** ASEAN-Japan Hall

**Participants:** Approximately 200 people

**Activities:** The Tourism & Exchange Division held an annual event for children, aimed at helping improve their international understanding by introducing them to the culture of ASEAN and conducting related activities.

During the event, chocolate making using Indonesian cacao, a Lao traditional dance, lion dance (Chinese Shishimai) popular in Singaporean and Malaysian Chinese communities, tropical fruit poster exhibition,







“Thanaka” (Myanmar sunscreen) experience, traditional costume experience, ASEAN motif fan-making and other activities took place.

The participating parents and children experienced ASEAN attractions through various activities. The Centre also prepared many photogenic moments during the event, so that the activities will reach more people through SNS. The AJC will continue to organize activities and events to provide people of all ages with opportunities to learn more about ASEAN.

### ASEAN Exchange Classes

**Date:** January 20, 2018

**Organizer:** ASEAN-Japan Centre

**Venue:** Onarimon Elementary School, Tokyo

**Participants:** 12 classes from first grade to sixth grade

**Activities:** The Tourism & Exchange Division held exchange classes to introduce the ASEAN countries to Japanese students at Onarimon Elementary School in Tokyo.

Brunei, Cambodia, Indonesia, Lao P.D.R., Myanmar, the Philippines, Singapore, and Vietnam nationals living in Japan contributed as lecturers and introduced their countries in 12 classes from first grade to sixth grade.

For this fiscal year, as the 2020 Tokyo Olympic Games are coming soon, the lectures focused on sports, then introduced the culture, language, life, and geography of ASEAN. ASEAN has sports events such as the SEA Games that are less known in Japan. Sepak takraw, Muay Thai, and Silat (traditional martial arts in Southeast Asia) are some of the traditional sports that are popular in the region.

It was an opportunity for students to feel ASEAN by experiencing the culture of ASEAN. AJC hopes that students will think more about ASEAN in their daily life, particularly when the Tokyo Olympic Games start, and recall the ASEAN class.



**TABLE 6. PERFORMANCE APPRAISAL FRAMEWORK: PROMOTING EXCHANGE**

Objectives	Key Outputs	Core values and measurements			
		Relevance	Quality	Efficiency	Effectiveness/Impact
Promoting entrepreneurship development	<p>To enhance women empowerment in ASEAN and Japan</p> <p>To increase knowledge about women's entrepreneurship and provide them with more economic opportunities.</p>	<p>1) ASEAN- Japan Women Entrepreneurs' Linkage Program (AJWELP)</p> <p>Date: December 3 to 6, 2017</p> <p>Place: Jakarta, Indonesia</p>	<p>Number of activities: 5</p> <p>Number of participating entrepreneurs: 20</p> <p>Number of supporting companies: 16</p> <p>Cases of media coverage: 187</p>	<p>Collaborated with Ministry of Cooperatives and SME, Indonesia CCI (KADIN), ASEAN Coordinating Committee on Micro, Small, and Medium Enterprises (ACCMSE), ASEAN Secretariat, ASEAN Business Advisory Council (ABAC), ASEAN Women Entrepreneurs Network (AWEN), UNCTAD.</p> <p>This collaboration minimized costs as opposed to the case where AJC worked alone, and exploited comparative advantages of different organizations.</p>	<p>Provided an opportunity for ASEAN and Japanese entrepreneurs to exchange views.</p> <p>Provided women start-ups with an occasion to learn from successful entrepreneurs from ASEAN Member States and Japan and further develop possible partnerships.</p> <p>Number of linkages: 74 (3.7 per start-up entrepreneur)</p>
	<p>To enhance women empowerment in ASEAN and Japan</p>	<p>Organized "ASEAN- Japan Women Entrepreneurs Network Gathering"</p> <p>Date: May 10, 2017</p> <p>Venue: ASEAN- Japan Hall</p>	<p>No. of activities: 1</p> <p>No. of participants: 61</p>	<p>Taking the opportunity of the Global Summit of Women which took place in Tokyo, the gathering contributed to building a network among top women entrepreneurs from ASEAN and Japan.</p>	<p>Catered to the needs for building networks among women entrepreneurs.</p>
Creating environment more conducive to economic partnership	<p>To provide an opportunity for Japanese children to experience and know ASEAN culture through various activities for them to develop an understanding about ASEAN Member States.</p>	<p>Organized "ASEAN Kids Day", an event for ASEAN and Japanese children to learn about ASEAN people's daily life, culture and nature.</p> <p>Date: July 31, 2016</p> <p>Venue: ASEAN- Japan Hall</p>	<p>Number of activities: 8</p> <p>Cases of media coverage: 15</p> <p>Number of visitors: 200</p>	<p>The event was supported by 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 chocolate-making with Indonesian cacao and other participation-based activities.</p>
	<p>To provide knowledge and correct understanding about ASEAN to young Japanese generation.</p>	<p>Arrange ASEAN introductory classes, themed on sports, at an elementary school.</p> <p>Helped children to improve their international understanding by introducing them to the culture of ASEAN and related activities.</p> <p>Date: January 20, 2018</p> <p>Venue school: Onarimon Elementary School</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 lecturers, and an acknowledgment from a teacher to the AJC stating "the lecturers entertained the classes with videos and photos and students had a rare experience of ASEAN culture".</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 research 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.

One of the Centre-wide activities is the Symposium on the 50th anniversary of ASEAN with H.E. Dr. Surin Pitsuwan, former Secretary General of ASEAN. The symposium, which took place on May 19 in Tokyo, is part of commemorative activities demonstrating joint efforts and close relationships between AJC and its counterparts such as ACT (ASEAN Committee in Tokyo), ASEAN embassies and the ASEAN secretariat. Most of the participants highly appreciated the substance of the symposium and found it very useful. H.E. Dr. Surin Pitsuwan precisely delivered the issues that are challenging for ASEAN and its perspectives.

The Centre conducted four sessions of ASEAN Study Group at AJC-hall in May, July, November and December. The activities involved academic discussions and exchange on pertinent ASEAN issues. Topics included AEC, ASEAN tycoonomics, ASEAN FTAs (such as RCEP, TPP), ASEAN FDI trends issue, global value chains and economic-social development in ASEAN. This learning activity attracted more participants, and thus the number of members has increased to 100.

In addition, to above-mentioned efforts, a seminar on a translated ASEAN Investment Report 2016 (AIR) was held on May 11 and it was able to disseminate the Japanese version to 180 participants. The event intended to build capacity by providing equal opportunities for Japanese investors who found it difficult to read the English version of the report. The majority of the 180 participants said that the activity was informative as they were able to gain knowledge about regional 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 FY2017, two technical papers on Global Value Chains in ASEAN, namely “A Regional Perspective” and “The Philippines” were produced utilizing the new database, partly based on the UNCTAD-Eora GVC Database, which was generated by the Centre last year under this project. (Following “the Philippines”, the second country paper on Brunei Darussalam and the first industry paper on “Tourism” will be produced in FY2017.) The two papers were introduced at a workshop “Changing Trade and Investment Landscape in ASEAN and the Philippines” on September 29, 2017 in Manila, the Philippines. About 150 people (Philippine government officials, diplomatic corps, academia, industrial association members, and company owners and managers) participated in the seminar.

Sixteen papers (1 Introduction, 10 country papers, 5 industry specific papers) will be produced in total for this project. The technical papers aim to 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 latest GVC-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 GVC.



## 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 up to December 2017. The revised map was expanded to 28 pages from 20 (A0 size paper). The new coverage of ASEAN data consists of ASEAN's largest companies, service trade, global value chains, and FDI stock data. That information is important for ASEAN and Japanese businesspersons. As many as 6,000 copies were distributed this fiscal year to stakeholders such as ASEAN embassies in Tokyo, Japanese embassies in ASEAN, JETRO headquarters and its representative offices, and other line ministries of Japan. The map data is also available on the AJC's website and is easily downloadable.

## Commemorative Activities for the 50<sup>th</sup> Anniversary of ASEAN

### Commemorative symposiums for the 50<sup>th</sup> anniversary of ASEAN

Taking part in the commemorative activities, the Centre has initiated four symposiums dedicated to the ASEAN 50th anniversary: The first symposium was co-organized with ACT and was held on August 8, 2017, in Tokyo. The second symposium co-organized with the Institute for International Trade and Investment (ITI) was held on September 13, 2017, in Tokyo. The third symposium was co-organized with the Kansai Economic Federation and was held on November 14, 2017, in Osaka. The fourth took place on March 1, 2018, in Tokyo, in cooperation with Economic Research Institute for ASEAN and East Asia (ERIA).

The activities are in line with the spirit of strengthening the relationship between ASEAN Members States and Japan. The symposiums attracted attention and were attended by high-profile persons such as ASEAN ambassadors, academicians and businesspersons who actively participated in discussion and networking as well.

ASEAN high-level officials conveyed their key messages supporting ASEAN-Japan cooperation for further development and prosperity on the path of the AEC vision. A panel discussion touched on various fronts of developments that ASEAN has gone through and envisions the way forward. More than 800 participants who attended the symposium were able to get acquainted with economic, social and political ASEAN achievements over the past half century.

The participants commented that the symposiums were valuable, timely and informative. Each of the symposiums concluded with great success as deeper understanding on ASEAN integration was ensured and closer ties between the relevant institutions, AJC and ACT including ASEAN embassies were made even closer.



左から国際機関日本アセアンセンター藤田正孝事務総長、ASEAN委員会in東京（ACT）委員会カミラ・ハニファ委員長、中根一幸外務副大臣、大串正樹経済産業大臣政務官、東アジア・アセアン経済研究センター（ERIA）西村英俊事務総長



ASEAN's 50<sup>th</sup> Anniversary Symposium held in Tokyo on March 1, 2018



Ambassadors to Japan from the ASEAN Member States, Mr. Masataka Fujita, Secretary General of AJC, Prof. Hidetoshi Nishimura, President of ERIA and panelists with H.E. Mr. Toshihiro Nikai, Secretary-General of the Liberal Democratic Party of Japan, at ASEAN's 50th Anniversary Symposium held in Tokyo on March 1, 2018

### Visit ASEAN@50 event: Girls, be a traveler! - Let's go to ASEAN

The Tourism & Exchange Division organized a tourism promotion event "Girls, be a traveler! - Let's go to ASEAN" which targeted young women, to commemorate Visit ASEAN@50.

A talk show was held by inviting Ms. Hinako Umemura Hinako (Hinanchu) as a guest speaker. Ms. Umemura is the leader of Silent Siren, a girls' band that has a huge fan base among young women. She spent her childhood in Indonesia and also visited other ASEAN Member States with her family and as part of her entertainment business. She shared her personal travel experiences with the audience enthusiastically.

A lucky draw was also held with attractive prizes like roundtrip air tickets to ASEAN cities and hotel accommodation vouchers, courtesy of supporting airlines and hotels, which was another event highlight.

The results of the questionnaire show that the event participants who were not familiar with ASEAN or overseas travel could learn about ASEAN tourism by attending the event.

**Date & Time:** 15:00-17:00 Sunday, August 20, 2017  
**Venue:** Monsoon Café Chayamachi, Osaka  
**Organizer:** ASEAN-Japan Centre  
**Cooperation:** TRIPPING!  
**Number of participants:** 75 people

**Support:**

Malaysia Tourism Promotion Board  
Philippine Department of Tourism  
Tourism Authority of Thailand



**ASEAN's 50<sup>th</sup> Anniversary Commemorative Reception**

As the closing of a series of activities organized in 2017 to commemorate the 50th Anniversary of ASEAN, the Centre organized a reception in association with ACT on November 21.

The reception was attended by some 300 distinguished guests, of which half were from ASEAN Member States. The VIPs who graced the reception included H.E. Mr. Taro Kono, Minister for Foreign Affairs of Japan; H.E. Mr. Hirohumi Nakasone, President of the Japan-ASEAN Inter-Parliamentary Exchange Group; H.E. Mr. Natsuo Yamaguchi, Chief Representative of the New Komeito Party; and Ambassadors of all 10 ASEAN Member States to Japan.



ASEAN's 50<sup>th</sup> Anniversary Commemorative Reception held at Imperial Hotel, Tokyo

As the guest of honor, Minister Kono congratulated ASEAN on its golden jubilee and emphasized the importance of ASEAN to Japan. He reaffirmed Japan's continued commitment to further enhancing ASEAN-Japan relations. The reception served as an opportunity to reconfirm the valuable friendship and cooperation between the ASEAN Member States and Japan.

The reception attracted attention from the media and it was covered in 40 articles in total.



Ambassadors to Japan from all 10 ASEAN Member States and SG Fujita with H.E. Mr. Taro Kono, Minister for Foreign Affairs of Japan (middle with red flower), H.E. Mr. Hirohumi Nakasone, President of the Japan-ASEAN Inter-Parliamentary Exchange Group (right with red flower), and H.E. Mr. Natsuo Yamaguchi, Chief Representative of the New Komeito Party (left with red flower) at ASEAN's 50<sup>th</sup> Anniversary Commemorative Reception held in Tokyo on November 21, 2017



**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.	1. Symposium on the 50 <sup>th</sup> anniversary of ASEAN with Dr. H.E. Dr. Surin Pitsuwan, former Secretary General of ASEAN.	To strengthen close relation between AJC and ASEAN stake holders including the embassies and ASEAN Secretariat.
		Exchanges and information-sharing — opportunity to exchange views and concerns with participants comprising various multi-stakeholders.	2. A seminar on ASEAN Investment Report (AIR) 2016. (A Japanese version of the report).	To share information and experiences regarding ASEAN such as achievements and challenges in the changing regional and global landscape.
			3. ASEAN Study Group Organized 4 study sessions. Each session attended by 30 - 60 members.	Information and knowledge-sharing - providing information to Japanese business community about investment trends, policies, opportunities, and business environment.
			Academic discussions and exchanges on pertinent ASEAN issues. Topics include AEC, ASEAN tycoonomics, ASEAN FTAs (such as RCEP, TPP), ASEAN FDI trends issue, global value chains and economic-social development in ASEAN.	
Policy dialogue	Value Chains, SMEs and AEC	Research and policy analysis for sustainable and inclusive development	1. Publication of technical papers based on the database on ASEAN GVC (2016-). 2. Holding seminar based on techincal papers	Support AJC's research and capacity building program on promotional activities by identifying the sectors to be promoted from global/regional value chain points of view. Input the results into the ASEAN AEC process.  5 to 6 out of 16 evidence-based policy-oriented technical papers were begun.
Commemorative activities for the 50th anniversary of ASEAN	ASEAN Information Map	To share updated ASEAN economic data with both Japanese and ASEAN people, as ASEAN as One.	Get ASEAN Information Map revised. Then 1,300 copies of the revised map were printed and distributed in fiscal year 2017.	The Map booklet expanded to 28 pages from 20 (A0 size paper). The expansion covers updated ASEAN data consisting of ASEAN's largest companies, sevicees trade, global value chains, and FDI stock data. That information is important for ASEAN and Japanese businesspersons.

## Core values and measurements

	Quality	Efficiency	Effectiveness/Impact
	<p>The result of the evaluation sheet for both symposiums and seminars show that most of the participants were highly satisfied and they found the events were informative and useful.</p> <p>The group comprised 100 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>	<p>Information is directly transferred and shared among participants. Timing and reliability of was ensured for the activity conducted.</p> <p>Budget utilization: small amount was spent to organize the activity.</p> <p>Other resources: Notification of the events through the Centre's website and email magazine.</p> <p>No financial cost involved (for study group), in-house resources utilized (AJC functions as secretariat for the group-Centre prepared the agenda / discussion topics).</p> <p>Active use of the ASEAN-Japan Hall.</p>	<p>130 participants received authoritative messages from former Secretary General of ASEAN. Participants were able to ask questions with prompt responses.</p> <p>The seminar provided 180 participants with knowledge about regional investment trends and various investment policy practices.</p> <p>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 (Kazufumi Shimizu, p.339, AEC to NihonASEANyouryoku in ASEAN Keizaikyoudoutai no sousetu to Nihon, Bunshindo 2015)</p>
	<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>Feedback in newspapers (Manila Times, Sep. 30, 2017 &amp; Oct. 1, 2017, etc.).</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. In FY2017, four papers were completed, that contain policy recommendations on how to maximize benefits from and minimize negative effects associated with greater participation in GVCs. A seminar on GVC was conducted for government officials and the private sectors in Manila.</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 newly revised ASEAN Information Map has been sent to many stakeholders such as ASEAN embassies in Tokyo, Japan embassies in ASEAN, JETRO headquarters and its representative offices, and other line ministries of Japan. The map data is also available on AJC's web site and is easily downloadable.</p>	<p>More than 26,000 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>



**TABLE 7. PERFORMANCE APPRAISAL FRAMEWORK: CENTRE-WIDE ACTIVITIES**

Objectives		Key Outputs	Relevance	
Understanding better the issues related to economic partnership	Commemorative symposiums for the 50 <sup>th</sup> anniversary of ASEAN	<p>To commemorate the 50<sup>th</sup> anniversary of ASEAN, 1967-2017.</p> <p>To raise awareness of ASEAN in Japan</p>	<p>1. Four symposiums have been organized as dedication to ASEAN anniversary:</p> <ul style="list-style-type: none"> <li>- First symposium was held on August 8, 2017, in Tokyo.</li> <li>- Second symposium was held on September 13, 2017, in Tokyo.</li> <li>- Third symposium was held on November 14, 2017, in Kansai (Osaka).</li> <li>- The 4<sup>th</sup> was on March 1, 2018 in Tokyo.</li> </ul>	<p>Memorial activities supporting the strengthening of relationship between ASEAN Members countries and Japan.</p> <p>Taking stock of ASEAN development over 50 years.</p> <p>Supporting the vision of AEC.</p>
	Visit ASEAN@50 event: Girls, be a traveler! -Let's go to ASEAN-	<p>To commemorate the 50<sup>th</sup> anniversary of ASEAN, 1967-2017.</p> <p>To raise awareness of ASEAN in Japan</p>	<p>To enhance ASEAN competitiveness as a single tourism destination.</p> <p>To leverage awareness of its Visit ASEAN@50 Golden Celebration 2017 tourism campaign in Japan.</p>	<p>Promoted Visit ASEAN@50 to the travel trade in Japan.</p> <p>Arranged "Seminar on Educational Travel to ASEAN" in Tokyo on August 1, 2017, to promote ASEAN as an educational travel destinations.</p> <p>Another commemorative event was conducted for the consumer promotion, in Osaka on August 20, 2017 targeting Japanese young ladies in their early 20s.</p>
	ASEAN's 50 <sup>th</sup> Anniversary Commemorative Reception	<p>To commemorate the 50<sup>th</sup> anniversary of ASEAN, 1967-2017.</p> <p>To raise awareness of ASEAN in Japan</p>	<p>A reception was organized in association with the ASEAN Committee in Tokyo (ACT) on November 21, 2017 at the Imperial Hotel Tokyo</p>	<p>A landmark event to commemorate the 50<sup>th</sup> anniversary of ASEAN in Japan.</p> <p>Served as a symbolic event for strong ASEAN-Japan ties.</p>



## Core values and measurements

	Quality	Efficiency	Effectiveness/Impact
	<p>Participants commented that all symposiums were valuable, timely and informative.</p>	<p>Attended by high-level officials and ASEAN ambassadors.</p> <p>Academicians and businesspersons from private sectors actively participated in the discussion.</p> <p>Information on ASEAN's progress and its potential have been delivered widely to audience.</p> <p>The other point is efficiently created from the nature of close collaboration. The Centre has co-organized events with partners such as ACT, ITI, Kansai Economic Federation and ERIA.</p>	<p>More than 880 participants who attended the symposiums were able to receive information on ASEAN achievement over the past half century. Panel discussions touched on various fronts of developments that ASEAN has gone through and the way forward. ASEAN high-level officials conveyed their key messages supporting ASEAN-Japan cooperation for further development and prosperity on the path of AEC vision.</p> <p>Closer ties between institutions such as AJC and ASEAN embassies have been elevated to new heights.</p> <p>Deeper understanding of ASEAN integration ensured. The celebrations of ASEAN's 50 years concluded with great success.</p>
	<p>(Educational Travel) Number of audience members: 84 (teachers/representatives of schools, travel agents)</p> <p>(Osaka Event) Number of audience members: 75</p> <p>Number of pieces of newly added VA@50 contents on AJC's website in tourism section: 2</p> <p>Result of post-event questionnaire survey on the participants: Wish to visit ASEAN in the future (53% of participants)</p>	<p>Worked closely with JATA, ASEAN NTO offices in Osaka, and an influencer, a member of a famous girls' band.</p>	<p>Strengthened networks with ASEAN NTOs.</p> <p>Highlighted attractions of ASEAN tourism to the public.</p> <p>Increased awareness among travel industry and general public, which would lead to increased number of Japanese travelers to ASEAN.</p>
	<p>The reception was appreciated by the ACT members, namely, Ambassadors of the 10 ASEAN Member States, and other participants.</p> <p>Attended by high-ranking Japanese MPs, including H.E. Mr. Taro Kono, Minister for Foreign Affairs of Japan; H.E. Mr. Hirohumi Nakasone, President of the Japan-ASEAN Inter-Parliamentary Exchange Group; H.E. Mr. Natsuo Yamaguchi, Chief Representative of the New Komeito Party; and Ambassadors of all 10 ASEAN Member States to Japan.</p>	<p>The Centre has co-organized the event with ACT.</p> <p>Ten ASEAN Member States provided a voluntary contribution (monetary contribution) to organize the reception.</p>	<p>Some 300 participants who attended the reception were key figures in the current ASEAN-Japan relations.</p> <p>Deepened ties between the AJC and the ACT by jointly organizing the event.</p> <p>Attracted attention from the media which resulted in 40 cases of coverage in total.</p>

## 6. PR Activities



AJC Advertorials issued in FY2017

The extensive media 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. Sixty-six newspaper articles, 26 TV and radio programs, 12 magazine articles as well as 1,054 websites and others, for a total of 1,158, have featured the Centre or its activities in FY 2017. The Centre made efforts to reach out to the ASEAN media to raise its profile in the region. For example, the Centre placed a two-page advertorial in the Manila Times on November 14, 2017, at the time of the 31st ASEAN Summit and Related Summits; and in FY2017, the share of foreign media reached 24% of the total, the highest in the last five years.

Further, to promote its activities, the Centre regularly issues press releases. In FY2017, a total of

37 (Japanese: 22, English: 15) were issued. Among these press releases, 22 were distributed to Japanese media through PR Times, a press release distribution agent, at a cost of around 600,000 yen, which resulted in media coverage worth 16 times more than the cost, if it were calculated as paid column spaces by the agent.

As one of the main PR activities in FY2017, the Centre undertook a major renewal of the Centre's website and launched the new website at the end of March 2018. The Centre thoroughly reviewed the website's structure and design to make it more user-friendly and attractive; and to maximize its Internet exposure to improve quality as well as the volume of traffic to it.

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 FY2017, 28,661 people visited the hall in total, or on average 116 people per workday.

The Centre also supported 103 activities organized by other agencies in FY2017 (Annex D). The Centre has proactively involved itself in many of these activities, recognizing that they 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 on ASEAN matters for Japanese young people, using the pamphlet "ASEANPEDIA" (with 40,000 copies printed since it was launched in March 2015).



Hosting a group visit at the ASEAN-Japan Hall



Lecture at Saitama University by an AJC staff member

The program is becoming 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 35 groups of visitors from throughout Japan in FY2017. The Centre has hosted a total of 541 visitors under this program. 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.



Lecture by SG Fujita organized by Oita Prefecture, Japan

The Centre has been conducting on-site ASEAN lectures for external organizations, mainly universities, as one of its outreach efforts. In FY2017, it conducted a lecture series at 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. It also conducted a lecture series to teach about the political, economic and social transformation of ASEAN in the past 50 years at Kokushikan University. These students can then nurture an outward-looking spirit that enhances the globalization efforts at their universities, as well as in their own professional careers.

**TABLE 8. MEDIA AND FOREIGN MEDIA**

**Number of Times Covered by the Media**

Media Source	FY2017	FY2016	FY2015	FY2014	FY2013
Newspaper	66	95	120	125	119
TV & Radio	26	9	17	26	18
Magazine	12	16	23	19	26
Website & Others	1,054	838	572	718	106
<b>Total</b>	<b>1,158</b>	<b>958</b>	<b>732</b>	<b>888</b>	<b>269</b>

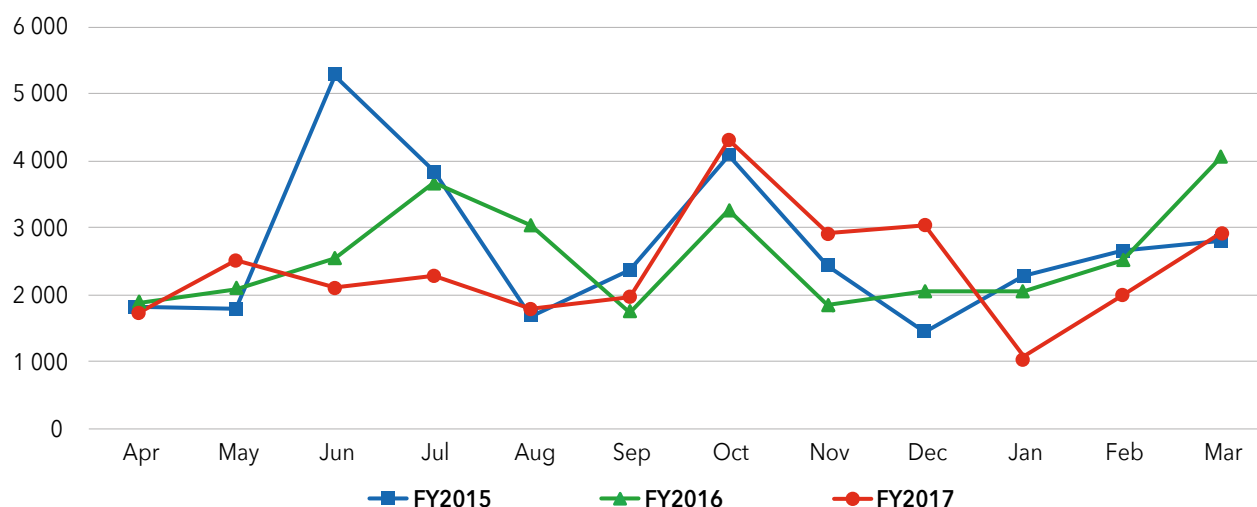
**Number of Times Covered by Foreign Media**

Media Source	FY2017	FY2016	FY2015	FY2014	FY2013
Newspaper	15	18	5	14	3
TV & Radio	4	3	10	5	1
Magazine	0	1	4	3	3
Website & Others	259	150	35	51	5
<b>Total</b>	<b>278</b>	<b>172</b>	<b>54</b>	<b>73</b>	<b>12</b>
<b>Share of Foreign Media</b>	<b>24.0%</b>	<b>18.0%</b>	<b>7.4%</b>	<b>8.2%</b>	<b>4.5%</b>

**TABLE 9. NUMBER OF VISITORS TO AJC HALL**

Year	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Total
<b>FY2015</b>	1,813	1,778	5,264	3,838	1,689	2,367	4,075	2,431	1,440	2,291	2,654	2,817	<b>32,457</b>
<b>FY2016</b>	1,877	2,086	2,558	3,667	3,029	1,729	3,257	1,844	2,044	2,049	2,508	4,036	<b>30,685</b>
<b>FY2017</b>	1,730	2,515	2,116	2,286	1,778	1,976	4,320	2,907	3,027	1,083	1,995	2,928	<b>28,661</b>

## Number of visitors to AJC Hall



## 7. ASEAN National Activities

### a) Outline

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

In FY2017, an amount of ¥4,138,800 was allocated for every ASEAN Member State to undertake its promotional activities as follows: (Excluding the amount of JPY150,000 for Contribution to 50th Anniversary Commemorative Reception).

### b) Activities

COUNTRY	PROMOTIONAL ACTIVITIES
Brunei Darussalam	<ul style="list-style-type: none"> <li>Promoting Brunei Darussalam Products and Service</li> <li>Country Promotion Brunei Darussalam</li> </ul>
Cambodia	<ul style="list-style-type: none"> <li>Building Credibility toward Cambodian Pepper</li> <li>Promotion of High Quality Services to Japanese Visitors to Cambodia</li> <li>Training Workshop on Investment Promotion and Registration Procedures</li> </ul>
Indonesia	<ul style="list-style-type: none"> <li>Indonesian Food Caravan</li> <li>Tea Seminar and Business Matching</li> <li>Indonesian Tourism Video Promotion “Banyuwangi”</li> <li>Composing of Indonesia Investment Guide Book</li> <li>Translating Regulation in Japanese Language</li> <li>Facilitation of Investment Promotion Mission</li> <li>Attending the 37<sup>th</sup> Annual Meeting of the Council Directors of AJC</li> </ul>
Lao P.D.R.	<ul style="list-style-type: none"> <li>Workshop on the Challenging of Global Economic Integration to Lao P.D.R. &amp; Evaluating ASEAN-Japan Economic Comprehensive Partnership Agreement(AJCEP)</li> <li>Seminar on the Lao P.D.R.’s role on Mekong Regional Connectivity</li> <li>Attending the 37<sup>th</sup> Annual Meeting of the Council of the AJC</li> <li>Fam Trip for Media</li> </ul>

COUNTRY	PROMOTIONAL ACTIVITIES
Malaysia	<ul style="list-style-type: none"> <li>• Seminar on Malaysia - Your Trading Partner in Kobe, Osaka, and Kyoto</li> <li>• Export Acceleration Mission on Creative Multimedia &amp; Contents to Japan, In-Conjunction with Tokyo Game Show 2017</li> <li>• Trade Mission to Nagoya in conjunction with Aertomart Nagoya 2017</li> <li>• Export Acceleration Mission on food &amp; beverage products to Japan, In-Conjunction with FOOD EX JAPAN 2018</li> <li>• High - Level Dialogue &amp; Networking with Deputy CEO 2, MIDA on Halal Industry in Tokyo &amp; Osaka</li> <li>• High - Level Dialogue &amp; Networking Reception with Japanese potential Investors in Akita</li> <li>• Malaysia-Japan: Breaking Boundaries, Building Bridges</li> <li>• Capacity Building Program: End of Life Vehicles(ELV) 2017</li> </ul>
Myanmar	<ul style="list-style-type: none"> <li>• JATA Tourism Expo Japan 2017</li> <li>• Training on Cost and Benefit Analysis of Investment Proposal</li> <li>• Updating Trade Information Network</li> </ul>
Philippines	<ul style="list-style-type: none"> <li>• Philippine Economic Briefing 2017</li> <li>• Regional MSMEs Participation at the Filipino Festivals</li> <li>• Seminar and Networking Reception with the Geothermal Industry</li> <li>• Introduction of Philippine made chocolates and Philippines as a chocolate producing and exporting country</li> </ul>
Singapore	<ul style="list-style-type: none"> <li>• Promote Seafood Trades between Singapore and Japan</li> <li>• Study and collaboration between Japan and Singapore</li> <li>• Amend and reprint of 28,000 copies of Japanese Singapore Official Guidebook</li> </ul>
Thailand	<ul style="list-style-type: none"> <li>• Thai Bento (Ready-to-Eat Thai Meals) Promotion at Japanese Supermarket/ Hypermarket in North Honshu and lucky draw rewards for Thai Food and Products Promotion at TV Shopping Channel in Japan</li> </ul>
Vietnam	<ul style="list-style-type: none"> <li>• Participation Expenses for Vietnamese Officials to attend the 37th AMC Meeting in Tokyo</li> <li>• Expenses for Seminar on Doing Business with Japanese partners in Hochiminh city</li> <li>• Expenses for two VIETRADE's officials to Ho Chi Minh City to cooperate with Business Association in Ho Chi Minh city for organizing the Seminar</li> <li>• Organizing Buying Mission from Japan to Vietnam Organized by Vietnam Trade Office in Tokyo</li> <li>• Organizing Seminar and Business Matching in Osaka</li> </ul>





### III. USE OF FY2017 BUDGET

The total amount of the budget for FY2017 was JPY579,330,758 including the special fund amounting to JPY42,291,758 which was transferred from the unappropriated balance for FY2015 by the decision of the 36th Annual Meeting of the Council.

The unappropriated balance for FY2017 was JPY30,077,764.

The annual audit for FY2017 was conducted by an external auditing firm. For detailed accounts of budget and expenditures, see the "Financial Statements for the year ended March 31, 2018". ([https://www.asean.or.jp/ja/wp-content/uploads/sites/2/FY2017\\_FS\\_Final.pdf](https://www.asean.or.jp/ja/wp-content/uploads/sites/2/FY2017_FS_Final.pdf)).

The Annual Report on Revenues and Expenditures of the ASEAN-Japan Centre for FY2017 was approved by the Council by correspondence on July 13, 2018.

# ANNEXES

## Annex A

### List of Council Directors (as of March, 2018)

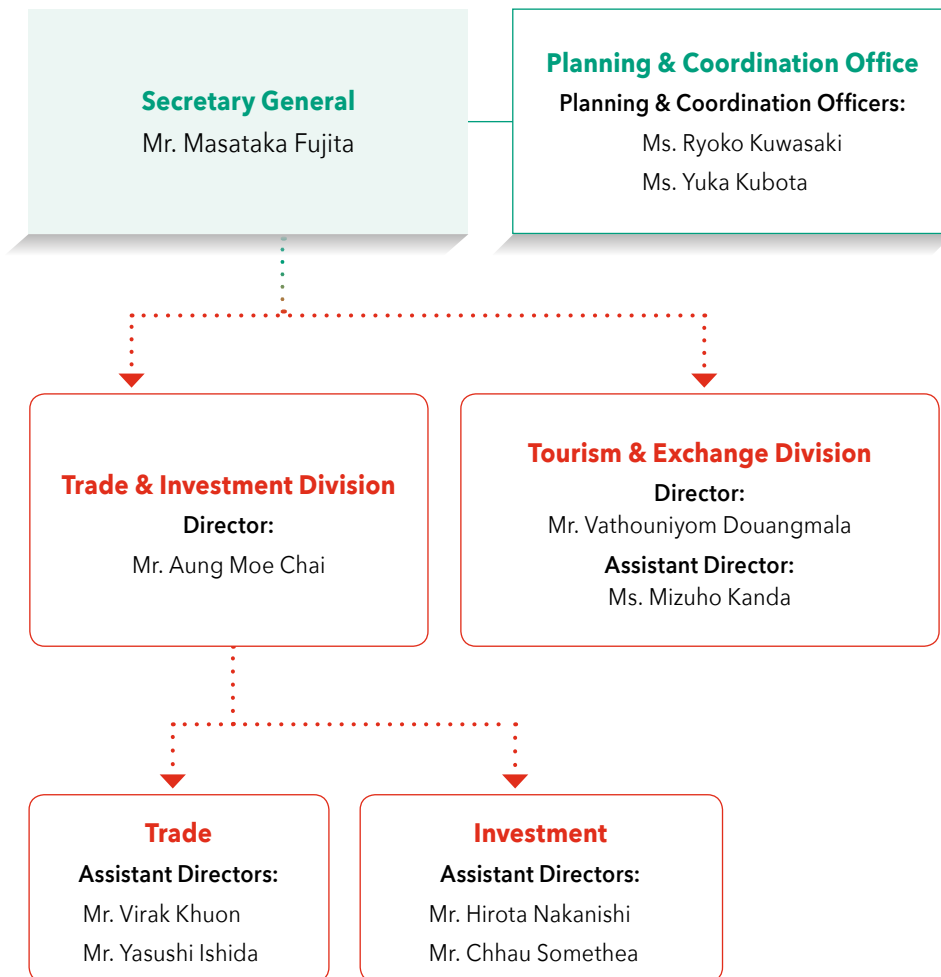
COUNTRY	NAME	POSITION	GOVERNMENTAL ORGANIZATION
<b>Brunei Darussalam</b>	Mr. Hakashah Abd Samad	Acting Head of Trade Promotion	Department of Economic Cooperation, Ministry of Foreign Affairs and Trade, Brunei Darussalam
<b>Cambodia</b>	H.E. Ms. Chea Kimtha	Ambassador	Royal Embassy of Cambodia
<b>Indonesia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

**List of Executive Board Representatives (as of March 2018)**

COUNTRY	NAME	POSITION	GOVERNMENTAL 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	Ms. Retno Supeni	Minister Counsellor	Embassy of the Republic of Indonesia
Japan	Mr. Masahiko Mitsumoto	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	Economic Counsellor	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. Ta Duc Minh	Commercial Counsellor	Embassy of the Socialist Republic of Vietnam

## Annex B

### CENTRE'S ORGANOGRAM IN FY2017



(as of March 2018)



## 2017 年度 投資関連事業総覧

### FY2017 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	26	2,711 participants and 5 companies	7	30	T28: 11R/17A
CLMV大臣級政策対話 Ministerial Level Policy Dialogues for CLMV	7	568 participants	1	5	T5: 2R/3A
調査・分析 Research and Analysis on ASEAN FDI	-	-	-	-	-
ASEANリージョナルプロジェクト ASEAN Regional Project: Updated Lectures at AJC	32	3,566 participants	-	-	-
地方の日系企業とのネットワーク構築 Networking in Local Cities in Japan	6	34 participants and 5 companies	-	-	-
情報提供 Publication/Website	3 Publications	7,500 copies	-	-	-
ASEAN Human Resource Program	5	330 participants	4	-	-
後援イベント Supported Events	25	2,623 participants	-	-	-
貿易投資部職員による講演 Lectures by AJC staff members	6 seminars and 15 lectures (series)	269 participants	-	-	-

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

ダイアログ Dialogue	日程 Date	場所 Place	
ラオス経済フォーラムートンソン首相を迎えてー Lao Economic Forum with Prime Minister Thongloun Sisoulith	6月6日 June 6	東京 Tokyo	
タイ企業との個別商談会 Business Meeting between Thai companies and Japanese companies in Yokohama	6月20日 June 20	横浜 Yokohama	
マレーシア:機械・金属産業における投資機会 Malaysia:Dialogue and Networking Reception with Robotics, Automation and Specialized Machinery Equipment Industry	7月26日 July 26	川崎 Kawasaki	
フィリピン半導体・電子産業の現状と投資機会について Philippines:Business Opportunities in Semiconductor and Electronics Industry	7月28日 July 28	東京 Tokyo	
ミャンマー投資環境フォーラムin 広島 Dialogues on Myanmar Economy & Investment Environment in Hiroshima	9月7-9日 Sep. 7-9	広島 Hiroshima	
フィリピン経済対話 Philippine Economic Briefing	9月26日 Sep. 26	東京 Tokyo	
フィリピン経済対話 Philippine Economic Dialogue	10月2日 Oct. 2	東京 Tokyo	
マレーシア:航空宇宙産業企業との対話・ネットワーキング Malaysia:Dialogue and Networking Reception with Aerospace Companies	11月1日 Nov. 1	名古屋 Nagoya	
マレーシア:石油化学産業・化学工業の企業との対話・ネットワーキング Malaysia:Dialogue and Networking Reception with Petrochemical and Chemical Companies	11月14日 Nov. 14	東京 Tokyo	
ベトナム政府との対話:国有企業の株式化とM&A Vietnam Dialogue : SOE Equitization and M&A	11月16日 Nov. 16	東京 Tokyo	
ミャンマー・ビジネスフォーラム&マッチング Myanmar Business Forum & Matching	11月22日 Nov. 22	東京 Tokyo	
「インドネシア・日本ビジネスフォーラム」およびビジネスマッチング Indonesia Japan Business Forum and Business Matching	11月29日 Nov. 29	東京 Tokyo	
タイ東部経済回廊(EEC)における投資機会 Investment Opportunity in Thai EEC	12月13日 Dec. 13	長野 Nagano	
マレーシアダイアログ:食品加工と関連産業 Malaysia Dialogue and Networking Visit to Companies in Food Processing and Related Industries	12月14-15日 Dec. 14-15	宮城 Miyagi	

	主な講演者 Main Speaker(s)	参加者数 No. of Participants	評価 Evaluation	メディア Media Coverage	提案数 No. of Proposals
	トンレン・シーシリットラオス首相 H.E. Mr. Thongloun Sisoulith, Prime Minister, Lao P.D.R.	229	-	-	-
	Mr. Salil Wisalswadi, Minister, Office of Economic and Investment, Royal Thai Embassy	5 companies	-	-	-
	マレーシア投資開発庁 エグゼクティブディレクター モド ズルカフリ イズマイル Mr. Mohd Zulkafli Ismail, Executive Director, MIDA	30	-	-	-
	フィリピン共和国貿易産業省 東京事務所商務参事官 ディタ アンガラ マサイ Ms. Dita Angara-Mathay, Commercial Counsellor, Department of Trade and Industry Republic of the Philippines, Tokyo Office	28	-	-	-
	駐日ミャンマー連邦共和国 特命全権大使 トゥレイン タン ズイン H.E. Mr. Thurain Thant Zin, Ambassador, Embassy of the Republic of the Union of Myanmar	120	-	1	-
	フィリピン財務大臣 カルロス・ドミンゲス Mr. Carlos G. Dominguez III, Minister of Finance, the Philippines	320	-	-	-
	駐日フィリピン共和国特命全権大使 ホゼ・ローレル閣下 H.E. Mr. Jose C. Laurel V, Ambassador, Embassy of the Republic of the Philippines	65	-	-	-
	マレーシア投資開発庁東京事務所長 ザヒルウ イシャック Mr. Zahirul Ishak, Director, MIDA Tokyo	30	-	-	-
	マレーシア投資開発庁化学・ 先端材料部 部長 ウマラニ・ムニアンディ Mr. Umarani Muniandi, Chemical and leading edge material dept., Director, MIDA	116	-	-	-
	ベトナム計画投資省外国投資庁 副長官 ヴ・ヴァン・チュン Mr. Vu Van Trung, Deputy Director General, FIA, MPI	233	-	-	-
	Mr. Khin Maung Aye, Chairman of Myanmar Investors, Development Association (MIDA) and Chairman of KMA Group of Companies, and 9 Business representatives	164	-	4	-
	インドネシア共和国商業大臣 エンガルティアスト・ルキタ H.E. Mr. Enggartiasno Lukita, Minister of Trade	202	-	-	-
	タイ投資委員会マーケティング部 ソンクリン・プロイミー Ms. Sonklin Ploymee, Executive Director, Foreign Investment Marketing Dpt. Thai BOI	27	-	-	-
	マレーシア投資開発庁 MIDA malaysia	20	-	-	-

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ダイアログ Dialogue	日程 Date	場所 Place	
タイ東部経済回廊(EEC)における投資機会 Investment Opportunity in Thai EEC	12月15日 Dec.15	大阪 Osaka	
シンガポールの国際仲裁・調停フォーラム Singapore International Dispute Settlement & Arbitration Forum	1月22日 Jan. 22	東京 Tokyo	
マレーシアダイアログ: Malaysia Dialogue and Networking Visit to Companies	2月1-2日 Feb. 1-2	長野 Nagano	
フィリピン投資フォーラム Philippines Investment Forum	2月8日 Feb. 8	北海道 Hokkaido	
カンボジア投資フォーラム Cambodia Investment Forum	2月19日 Feb. 19	東京 Tokyo	
マレーシアダイアログ: Malaysia Dialogue and Networking Visit to Companies	2月26-27日 Feb. 26-27	富山 Toyama	
インドネシア・ビジネス・フォーラム Indonesia Business Forum	3月5日 Mar. 5	苫小牧 Tomakomai	
インドネシア・ビジネス・フォーラム Indonesia Business Forum	3月6日 Mar. 6	札幌 Sapporo	
ミャンマー投資フォーラム Myanmar Investment Forum	3月9日 Mar. 9	東京 Tokyo	
タイ投資促進対話 High Level Policy Dialogue on Investment Promotion and Supporting Economic Policy in Thailand	3月18-24日 Mar. 18-24	タイ Thailand Bangkok, Chomburi, Nonthaburi, Pathumthani	
ラオス投資フォーラム ―ラオスの最新投資環境― Lao Investment Forum - Laos' Latest Investment Environment -	3月19日 Mar. 19	シンガポール Singapore	
フィリピン経済フォーラム Philippine Economic Forum	3月28日 Mar. 28	東京 Tokyo	
TOTAL DIALOGUES: 26			

	主な講演者 Main Speaker(s)	参加者数 No. of Participants	評価 Evaluation	メディア Media Coverage	提案数 No. of Proposals
	タイ投資委員会マーケティング部 ソンクリン・プロイミー Ms. Sonklin Ploymee, Executive Director, Foreign Investment Marketing Dpt. Thai BOI	61	-	-	-
	Ms. Seah Lee, Head (North East Asia), Singapore International Arbitration Centre (SIAC) Ms. Hazel Tang, Director, Singapore International Mediation Centre (SIMC)	152	-	-	-
	マレーシア投資開発庁 MIDA Malaysia	170	-	-	-
	フィリピン貿易産業省副大臣 ロウェルSバルバ H.E. Mr. Rowel S. Barba, Vice Minister, Department of Trade and Industry (DTI), the Philippines	63	-	-	-
	首相府付大臣カンボジア開発評議会 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 Secretary General of the Council for the Development of Cambodia (CDC)	211	-	1	-
	マレーシア投資開発庁 MIDA Malaysia	15	-	-	-
	インドネシア共和国投資調整庁 日本事務所 所長 サリブア・シアハアン インドネシア商工会議所知事評議員 イワーン・ハナフィ Mr. Saribua SIAHAAN Director, Indonesia Investment Promotion Centre Mr. Iwan HANAFAI Member of Governor's Council, Indonesian Chamber of Commerce and Industry	30	-	-	-
	インドネシア共和国投資調整庁 事務所所長 サリブア・シアハアン インドネシア商工会議所知事評議員 イワーン・ハナフィ Mr. Saribua SIAHAAN Director, Indonesia Investment Promotion Centre Mr. Iwan HANAFAI Member of Governor's Council, Indonesian Chamber of Commerce and Industry	26	-	-	-
	ミャンマー投資委員会 事務局長 兼計画財務省 投資企業管理(DICA)局長 アウン ナイン ウ Mr. Aung Naing Oo, Secretary, Myanmar Investment Commission, Director General, Directorate of Investment and Company Administration, Ministry of Planning and Finance	178	-	1	-
	タイ投資委員会 Thai BOI	18	-	-	-
	ラオス人民民主共和国 計画投資省 投資促進局長マノトン・ヴォンサイ Mr. Manothong VONGXAY Director General, Investment Promotion Department (IPD), MPI	39	-	-	-
	フィリピン航空宇宙産業協会 会長 デニス・チャン Mr. Dennis Chan, President, Aerospace Industry Association of the Philippines (AIAP)	174	-	-	-
	<b>TOTAL NO. OF PARTICIPANTS:</b>		<b>2,711</b>	<b>7</b>	



## 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	
ベトナム政府との対話: 最新投資環境 Vietnam Dialogue: The Latest Investment Environment	9月11日 Sep. 11	長野県 Nagano (Nagano city)	
ベトナム政府との対話 最新投資環境 Vietnam Dialogue: The Latest Investment Environment	9月13日 Sep. 13	群馬県 Gunma (Maebashi city)	
ベトナム投資環境フォーラム Vietnam Investment Environment Forum	9月15日 Sep. 15	神奈川県 Kanagawa (Yokohama city)	
ミャンマー観光インフラ投資フォーラム Dialogues on Investment into Myanmar Tourism Infrastructure	9月25日 Sep. 25	東京 Tokyo	
ラオス計画投資大臣との対話 —地域サプライチェーンと物流: 近隣諸国からの拡大投資機会をテーマに— Dialogue with Lao MPI Minister - Regional Supply Chains and Logistics: Expanding Investment Opportunities from Neighbour Countries—	11月15日 Nov. 15	大阪 Osaka	
ラオス計画投資大臣との対話 —地域サプライチェーンと物流: 近隣諸国からの拡大投資機会をテーマに— Dialogue with Lao MPI Minister - Regional Supply Chains and Logistics: Expanding Investment Opportunities from Neighbour Countries —	11月16-17日 Nov. 16-17	名古屋 Nagoya	
カンボジア投資フォーラム Cambodia Investment Forum	2月20日 Feb. 20	仙台 Sendai	
TOTAL DIALOGUES: 7			

	主な講演者 Main Speaker(s)	参加者数 No. of Participants	評価 Evaluation	メディア Media Coverage	提案数 No. of Proposals
	ベトナム計画投資副大臣 グエン・ヴァン・チュン閣下 H.E. Mr. Nguyen Van Trung, Vice Minister of MPI, Vietnam	32	-	-	-
	ベトナム計画投資副大臣 グエン・ヴァン・チュン閣下 H.E. Mr. Nguyen Van Trung, Vice Minister of MPI, Vietnam	42	-	-	-
	ベトナム計画投資副大臣 グエン・ヴァン・チュン閣下 H.E. Mr. Nguyen Van Trung, Vice Minister of MPI, Vietnam	266	-	-	-
	ミャンマー連邦共和国ホテル観光大臣 オウン マウン H.E. Mr. Ohn Maung, Union Minister, Ministry of Hotels and Tourism, Myanmar	56	-	1	-
	ラオス計画投資大臣 スパン ケオミーサイ閣下 ラオス計画投資大臣 特別顧問 鈴木基義 ジェトロ バンコク事務所 ビエンチャン分室長 岩上勝一 H.E. Dr. Souphanh KEOMIXAY, Minister, Ministry of Planning and Investment, Lao P.D.R. Professor Motoyoshi SUZUKI, PhD, Special Adviser to Minister, Ministry of Planning & Investment, Lao P.D.R. Mr. Katsuichi IWAKAMI, Chief Representative, JETRO Vientiane	80	-	-	-
	ラオス計画投資大臣 スパン ケオミーサイ閣下、 ラオス計画投資大臣 特別顧問 鈴木基義 ジェトロ バンコク事務所 ビエンチャン分室長 岩上勝一 H.E. Dr. Souphanh KEOMIXAY, Minister, Ministry of Planning and Investment, Lao P.D.R. Professor Motoyoshi SUZUKI, PhD, Special Adviser to Minister, Ministry of Planning & Investment, Lao P.D.R. Mr. Katsuichi IWAKAMI, Chief Representative, JETRO Vientiane	35	-	-	-
	首相府付大臣カンボジア開発評議会 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 Secretary General of the Council for the Development of Cambodia (CDC)	57	-	-	-
	<b>TOTAL NO. OF PARTICIPANTS:</b>		<b>568</b>	<b>1</b>	

## 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	
マレーシア食品技術および資源ベースの産業	9月21日-23日 Sep. 21-23	大阪、京都、広島 Osaka, Kyoto, Hiroshima	
ミャンマー・ネットワーキングin 富山 Myanmar Networking in Toyama	10月26日-28日 Oct. 26-28	富山 Toyama	
ブルネイネットワーキング 和歌山 Brunei Networking in Wakayama	2月5-7日 Feb. 5-7	和歌山 Wakayama	
ブルネイネットワーキング 福岡 Brunei Networking in Fukuoka	3月13-15日 Mar. 13-15	福岡 Fukuoka	
ブルネイネットワーキング 長崎 Brunei Networking in Nagasaki	3月21-24日 Mar. 21-24	長崎 Nagasaki	
ブルネイネットワーキング 沖縄 Brunei Networking in Okinawa	3月27-30日 Mar. 27-30	沖縄 Okinawa	
TOTAL: 6 NETWORKING ACTIVITIES			

	参加者 Participants(s)	参加者数 No. of Participants	メディア Media Coverage
	5社 5 companies	-	-
	駐日ミャンマー連邦共和国大使 トゥレイン タン ズイン H.E. Mr. Thurain Thant Zin, Ambassador, Embassy of the Republic of the Union of Myanmar	20	-
	ブルネイ大使館 Brunei Embassy	3	-
	ブルネイ大使館 Brunei Embassy	4	-
	ブルネイ大使館 Brunei Embassy	4	-
	ブルネイ大使館 Brunei Embassy	3	-
	<b>TOTAL PARTICIPANTS: 34 AND 5 COMPANIES</b>		

## ASEANリージョナルプロジェクト

### ASEAN Regional Project:

### アセアンホールを利用したレクチャー

### ASEAN Update Lecture at AJC-Hall

セミナー Seminar	日程 Date	
ASEANの知的財産権事情 Intellectual Property Rights in ASEAN	4月6日 April 6	
カンボジアの最新の政治・経済事情セミナー Update on Political Economy of Cambodia	4月21日 April 21	
「ASEAN投資報告2016年版」和訳説明会 "ASEAN Investment Report 2016" Japanese translation	5月11日 May 11	
ASEANにおける紛争解決制度・国際仲裁の最新実務 Update of Dispute Settlement and International Arbitration in ASEAN	5月12日 May 12	
ASEAN スタートアップの現状と展望 Start-up in ASEAN	6月19日 June 19	
タイにおける人事・労務・ビザ最新情報 Update of Human Resource, Labour and Visa in Thailand	6月23日 June 23	
シンガポールにおける人事・労務・ビザ最新情報 Update of Human Resource, Labour and Visa in Singapore	6月23日 June 23	
マレーシアにおける人事・労務・ビザ最新情報 Update of Human Resource, Labour and Visa in Malaysia	6月23日 June 23	
ベトナムにおける人事・労務・ビザ最新情報 Update of Human Resource, Labour and Visa in Vietnam	6月23日 June 23	
ASEANで今最も注目される製造拠点～インドネシア・ベトナムに関する最新投資情報～ ASEAN's hottest manufacturing destinations～The latest investment environment in Indonesia and Vietnam～	7月6日 July 6	
激動ASEANのIT革新に日本企業がどう取り組むか How Japanese companies deal with IT revolution in ASEAN	7月19日 July 19	
ミャンマー新投資法説明会 Myanmar New Investment Law Explanation	7月26日 July 26	
ASEAN人材活用シリーズ: ASEAN実習生/人材受入れに関して～インドネシア編～	8月7日 Aug. 7	
ASEAN各国のM&A最新法務事情と留意点 M&A Related Laws in ASEAN countries	8月9日 Aug. 9	
ベトナム進出法務アップデート Vietnam Investment Related Laws Update	9月21日 Sep. 21	
ASEANへの投資を経営リスクにしない処方箋 Risk Management for Investment to ASEAN	9月22日 Sep. 22	
ミャンマー進出法務アップデート Myanmar Investment Related Laws Update	10月5日 Oct. 5	



	主な講演者 Main Speaker(s)	参加者数 No. of Participants	メディア Media Coverage
	TNY Legal Co., Ltd. 共同代表 弁護士 永田貴久 Mr. Takahisa Nagata, TNY Legal Co., Ltd. Japanese Lawyer	160	-
	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, Cambodia Research Institute CEO	131	-
	日本アセアンセンター貿易投資部 中西宏太 Mr. Hirota Nakanishi, Assistant Director (Investment), Trade-Investment Div. ASEAN-Japan Centre	180	-
	弁護士法人 One Asia シンガポール事務所 弁護士栗田哲郎 タイ事務所 藪本雄登 Lawyer Mr. Tetsuro Kurita, One Asia Lawyers, Singapore Mr. Yuto Yabumoto, One Asia Lawyers, Thailand	158	-
	サイバーエージェント・ベンチャーズ ジャカルタオフィス代表 鈴木隆宏 Mr. Takahiro Suzuki, Cyber Agent Ventures, Inc, CEO	130	-
	Mr. Sousuke Kono 河野壮典 Pasona HR Consulting Thailand Co., Ltd Managing Director	92	-
	Ms. Misaki Morimura 森村美咲 Pasona Singapore Pte Ltd General Manager	86	-
	Mr. Nobuhide Magari 鉤伸秀 Pasona HR Malaysia Sdn. Bhd. Managing Director	76	-
	Mr. Seiichi Furuya 古谷誠一 Pasona Tech Vietnam Co., Ltd General Manager	100	-
	駐日インドネシア共和国特命全権大使 アリフィン・タスリフ閣下 H.E. Mr. Arifin Tasrif, Ambassador of Indonesian Embassy in Japan	119	-
	リブライツパートナーズ 代表取締役 蛭原 健 Mr. Takeshi Ebihara, Rebright Partners, Founding General Partne	128	-
	Ms. Ei Ei, Economic Counselor, Myanmar Embassy	-	-
	駐日インドネシア共和国大使館公使参事官 レットノ・スベニ Ms. Retno Supeni, Counsellor, Indonesian Embassy in Japan	62	-
	弁護士法人 One Asia マレーシア事務所 弁護士 佐野和樹 タイ事務所 藪本雄登 Mr. Kazuki Sano, One Asia Lawyers Malaysia, Lawyer Mr. Yuto Yabumoto, One Asia Lawyers, Thailand	149	-
	曾我法事事務所 パートナー 弁護士 栗津卓郎 Mr. Takuro Awazu, Soga Law office, Partner, Lawyer	155	-
	佐藤剛 Mr. Takeshi Sato, Hummingbird Advisories CEO TMI総合法律事務所シンガポールオフィス 弁護士 三澤充 Mr. Mitsuru Misawa, TMI Law Office Singapore, Lawyer	133	-
	SAGA 国際法律事務所 代表取締役兼弁護士 堤雄史 Mr. Yuji Tsutsumi, SAGA International Law Office, Lawyer	130	-

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セミナー Seminar	日程 Date	
ASEANにおける不正調査及び債権回収・資産調査の実務 Business Practice of Investigation of Fraud, Asset and Debts-Collection in ASEAN	10月13日 Oct. 13	
ASEANにおける現地企業との提携戦略 Strategy of Cooperation with Local Enterprises in ASEAN	10月18日 Oct. 18	
ASEAN情報マップ説明会(1) ASEAN Economy by ASEAN Information Map	12月5日 Dec. 5	
ASEAN情報マップ説明会(2) ASEAN Economy by ASEAN Information Map	12月6日 Dec. 6	
ASEAN情報マップ説明会(3) ASEAN Economy by ASEAN Information Map	12月13日 Dec. 13	
ASEAN情報マップ説明会(4) ASEAN Economy by ASEAN Information Map	12月14日 Dec. 14	
ASEAN情報マップ説明会(5)in English ASEAN Economy by ASEAN Information Map	12月15日 Dec. 15	
ASEANにおけるフィンテックの現状と展望 Fintech in ASEAN	12月1日 Dec. 1	
ASEANにおけるeコマース e-commerce in ASEAN	12月12日 Dec. 12	
ベトナム・ラオス最新投資環境 Vietnam/Lao Investment Climate Update	1月11日 Jan. 11	
“華越経済圏”から捉えるベトナム北部の可能性	1月12日 Jan. 12	
インドネシアの最新経済動向と 2018 年の見通し Indonesia Update	2月13日 Feb. 13	
タイ進出法務アップデート Thailand Investment related Laws Update	3月2日 Mar. 2, 2018	
ASEANの新輸出大国、ベトナムの躍進、課題と展望 New Exporting Country in ASEAN, Progress, Challenges, and Future of Vietnam	3月9日 Mar. 9	
クアラタンジュン港開発・ マラッカ海峡／シンガポール海峡の VPS (自主水先案内) のガイドライン The Development of Kuala Tanjung Port and Voluntary Pilotage Service (VPS) in Water of Malacca Strait and Singapore Strait	3月12日 Mar. 12	
TOTAL: 32 SEMINARS		

	主な講演者 Main Speaker(s)	参加者数 No. of Participants	メディア Media Coverage
	クロール・アソシエイツ・シンガポール支社 ジャパンデスクヘッド 坂出國雄 Kroll, Managing Director, Head of Japan Desk, Mr. Kunio Sakaide One Asia Lawyers 代表パートナー弁護士 栗田哲郎 Mr. Tetsuro Kurita, One Asia Lawyers, Partner, Japanese Lawyer	136	-
	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	150	-
	日本アセアンセンター貿易投資部 中西宏太 Mr. Hirota Nakanishi, Assistant Director (Investment), Trade-Investment Div. ASEAN-Japan Centre	82	-
	日本アセアンセンター貿易投資部 中西宏太 Mr. Hirota Nakanishi, Assistant Director (Investment), Trade-Investment Div. ASEAN-Japan Centre	87	-
	日本アセアンセンター貿易投資部 中西宏太 Mr. Hirota Nakanishi, Assistant Director (Investment), Trade-Investment Div. ASEAN-Japan Centre	85	-
	日本アセアンセンター貿易投資部 中西宏太 Mr. Hirota Nakanishi, Assistant Director (Investment), Trade-Investment Div. ASEAN-Japan Centre	80	-
	日本アセアンセンター貿易投資部 コーワタナサクン・ウッパラット Mr Upalat Korwatanasakul, Project Office (Investment), Trade-Investment Div. ASEAN-Japan Centre	32	-
	サイバーエージェント・ベンチャーズ ジャカルタオフィス代表 鈴木隆宏 Mr. Takahiro Suzuki, Cyber Agent Ventures, Inc, CEO	130	-
	Mr. Hidekazu Hamano 濱野 英和 Cross Marketing Thailand Managing Director	125	-
	ラオス計画投資大臣 特別顧問 鈴木基義 Mr. Motoyoshi Suzuki, Lao Ministry of Planning 帝京大学准教授 菊池正 Mr. Tadashi Kikuchi, Teikyo University	105	-
	専修大学商学部准教授 池部亮 (元JETRO海外調査部アジア大洋州課長) Mr. Ryo Ikebe, Associate Professor, Senshu Univ.	130	-
	駐日インドネシア共和国大使館 経済部 公使参事官 レットノ・スベニ Ms. Retno Supeni, Minister Counsellor of Economic Affairs, Embassy of Indonesia-Tokyo インドネシア共和国投資調整庁日本事務所 所長 サリブア・シアハアン Mr. Saribua Siahaan, Director of Indonesia Investment Promotion Centre (IIPC), Tokyo	133	-
	TNY Legal Co., Ltd. 共同代表 弁護士 永田貴久 Mr. Takahisa Nagata, TNY Legal Co., Ltd., Japanese Lawyer	128	-
	一般財団法人国際貿易投資研究所(ITI)研究主幹 大木博巳 Mr. Hiromi Oki, Institute for International Trade and Investment(ITI)	140	-
	駐日インドネシア共和国大使館 経済部 公使参事官 レットノ・スベニ氏 PT. Pelindo I(Persero)社 CEO Mr Bambang Eka Cahyana Mr. Bambang Eka Cahyana, CEO of PT Pelindo I (persero) Ms. Retno Supeni, Minister Counselor of Indonesia Embassy in Tokyo	34	-
	<b>TOTAL NO. OF PARTICIPANTS: 3,566</b>		

## 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
ASEAN情報マップ(改訂版) ASEAN Information Map (revised)	5,000
ブルネイ投資ガイド Brunei Investment Guide	2,000
カンボジア投資ガイド Cambodia Investment Guide	500

## 展示会 Exhibition

イベント Event	日程 Date	場所 Place	主催者 Organizer
2017国際食品工業店 Fooma Japan 2017	6月 13-16日 June 13-16	東京ビッグサイト Tokyo Big Site	日本食品機械工業会 The Japan Food Machinery Manufacture's Association
Business Link 商売繁盛 at INTEX Osaka	2月16日 Feb.16	インテックス大阪 INTEX Osaka	三菱UFJ銀行 MUFG
TOTAL: 2 EVENTS			

## ASEANリージョナルプログラム／ ASEAN Human Resource Program

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
ASEAN人材活用による海外進出・事業継承 FDI into ASEAN with ASEAN Students and Trainees	8月21日 Aug. 21	名古屋 Nagoya	ツカサ工業株式会社ベトナム責任者(V.N.T Vietnam社長) グエン・ゴック・ヒエウ 東海大学教養学部准教授 万城目正雄 Asst. Prof. Manjome Masao, Tokai Univ.	52	1
ASEAN人材活用による海外進出・事業継承 FDI into ASEAN with ASEAN students and trainees	8月23日 Aug. 23	東京 Tokyo	ツカサ工業株式会社ベトナム責任者(V.N.T Vietnam社長) グエン・ゴック・ヒエウ 東海大学教養学部准教授 万城目正雄 Asst. Prof. Manjome Masao, Tokai Univ.	164	1
ASEAN人材活用による海外進出・事業継承 FDI into ASEAN with ASEAN students and trainees	11月2日 Nov. 2	広島 Hiroshima	株式会社エムケー代表取締役 松川慎 東海大学教養学部准教授 万城目正雄 Asst. Prof. Manjome Masao, Tokai Univ.	55	1
ASEAN人材活用による海外進出・事業継承 FDI into ASEAN with ASEAN students and trainees	3月9日 Mar. 9	神戸 Kobe	東海大学教養学部准教授 万城目正雄 Asst. Prof. Manjome Masao, Tokai Univ.	39	1
ASEAN人材活用による海外進出・事業継承 FDI into ASEAN with ASEAN students and trainees	3月23日 Mar. 23	新潟 Nigata	東海大学教養学部准教授 万城目正雄 Asst. Prof. Manjome Masao, Tokai Univ.	20	-
TOTAL: 5 PROGRAMS			TOTAL NO. OF PARTICIPANTS: 330		



## 後援・共催イベント(予算執行無し)での投資メールマガジン配信事業 Supporting Event (AJC-Investment E-mail Magazine usage, no budget usage)

セミナー Seminar	日程 Date	
ASEAN - JAPAN Open Innovation Forum	4月7日 April 7	
ASEAN - JAPAN Innovation Meetup	4月7日 April 7	
タイビジネス商談会@MEDTEC Japan 2017 Thai Business Matching @ MEDTEC Japan 2017	4月20日 April 20	
インドネシア官民共同インフラ事業に関する マーケットサウンディング Market Sounding of PPP Infrastructure Projects in Indonesia	4月27日 April 27	
フィリピン・ITアウトソース／BPO 展示商談会&ミニセミナー Philippines IT outsourcing / BPO Business Matching and mini Seminar	5月9日 May 9	
日本ーベトナム ビジネスミーティング Vietnam-Japan Business Meeting	5月11日 May 11	
ムスリム観光客対応セミナー Muslim Tourism Seminar	5月30日 May 30	
ベトナム南部ロン アン省の投資環境・進出セミナー Vietnam Long An Province Investment Seminar	6月1日 June 1	
タイ投資シンポジウム-アジアの次世代ハブを 目指して- Thai Investment Symposium	6月7日 June 7	
東南アジア安全保障情勢 The Security in South East Asia	6月12日 June 12	
ムスリム観光客対応セミナー Muslim Tourism Seminar	6月22日 June 22	
ASEANビジネスセミナーー国際統括拠点としてのシンガポールの魅力を中心にー ASEAN Business Seminarーfocused on Singapore's attractiveness as IHQ	7月7日 July 7	
インドネシアへのODAーインフラ協力を中心に ODA for Indonesia-focused on Infrastructure Cooperation	7月20日 July 20	

	場所 Place	主催者 Organizer	参加者数 No. of Participants
	ベルサール渋谷ガーデン Bellesalle Sibuya garden	経済産業省、日本貿易振興機構 METI, JETRO	450
	ベルサール渋谷ガーデン Bellesalle Sibuya garden	経済産業省、一般財団法人海外産業人材育成協会、日アセアン経済産業協力委員会、日本貿易振興機構 METI, HIDA, AMEICC, JETRO	来場者：500 商談件数：450
	東京ビックサイト Tokyo Big Sight	タイ投資委員会本部産業連携促進ユニット(BOI-BUILD)、タイ王国工業省、独立行政法人中小企業基盤整備機構 BOI-BUILD, Ministry of Industry(Thailand), SMRJ	商談件数：71
	パレスホテル東京 Palace Hotel Tokyo	インドネシア共和国投資調整庁(日本事務所)、在日本インドネシア共和国大使館 Indonesia Investment Coordinating Board (BKPM) and Indonesia Embassy in Tokyo	-
	大崎ブライトコアホール Osaki Bright Core Hall	フィリピン貿易産業省・輸出マーケティング局駐日フィリピン大使館、他 DTI-EMB, Philippine Embassy	-
	グランドプリンスホテル新高輪 Grand Prince Hotel New Takanawa	ベトナム商工会議所、日本商工会議所、在日ベトナム大使館 Vietnam CCI, JCCI, Vietnam Embassy	-
	IVY HALL	東京商工会議所、日本商工会議所、日本マレーシア経済協議会 Tokyo CCI, JCCI	-
	横浜シンポジア Yokohama Symposia	ベトナムロンアン省人民委員会 Long An Province People's Committee	-
	グランドプリンスホテル新高輪 Grand Prince Hotel New Takanawa	日本貿易振興機構(ジェトロ)、タイ投資委員会 JETRO, Thai BOI	1,000
	三井住友銀行呉服橋クラブ(東京) SMBC Gofukubashi Club (Tokyo)	一般財団法人日本インドネシア協会 Japan Indonesia Association, Inc. (JAPINDA)	60
	KCCIホール KCCI Hall	川崎商工会議所 KCCI	-
	横浜シンポジア Yokohama symposia	横浜商工会議所、国際経済委員会、ジェトロ横浜 Yokohama CCI, The International Economic Affairs Committee, JETRO Yokohama	-
	三井住友銀行呉服橋クラブ(東京) SMBC Gofukubashi Club (Tokyo)	一般財団法人日本インドネシア協会 Japan Indonesia Association, Inc. (JAPINDA)	-

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セミナー Seminar	日程 Date	
第14回埼玉アジアフォーラム 14 <sup>th</sup> Saitama Asia Forum	7月20日 July 20	
ムスリム観光客対応セミナー第7回マーケティング編 Muslim Tourism Seminar	7月25日 July 25	
フィリピン: 半導体および電子産業の現状と投資機会について Philippines: Investment Opportunity in Semiconductor and Electronics Industry	7月28日 July 28	
ベトナム南部ビンズン省投資環境セミナー Vietnam Investment Seminar of Binh Duong Province	9月11日 Sep. 11	
ジャワ島以外のインドネシア工業団地の促進策に関する Business Forum of Indonesia Industrial Estates in Outside Java Island	9月13日 Sep. 13	
ベトナム ダナン投資促進セミナー Vietnam Da Nang Investment Promotion Seminar	9月14日 Sep. 14	
ベトナム南部ビンズン省投資環境セミナー Vietnam Investment Seminar of Binh Duong Province	9月15日 Sep. 15	
SWBSインドネシア進出相談会 in インドネシアCEO商談会&セミナー Indonesia CRO Business Meeting and Seminar	10月3日 Oct. 3	
インドネシア東ジャワ州とスラバヤ (JIIPE) の統合工業・港湾地帯に関する Business Gathering on Promoting East Java Province and Java Integrated Industrial and Ports Estate (JIIPE)	11月6日 Nov. 6	
日本マレーシア経済協議会第35回合同会議 The 35 <sup>th</sup> JAMECA-MAJECA Joint Conference	11月23日 Nov. 23	
ベトナム ビンフック省投資環境セミナー Vietnam Investment Environment Seminar of Binh Phuoc Province	12月19日 Dec. 19	
ベトナム南部ビンズン省投資環境セミナー Vietnam Investment Seminar of Binh Duong Province	3月16日 Mar. 16	
TOTAL: 25 SEMINARS AND EVENTS		

	場所 Place	主催者 Organizer	参加者数 No. of Participants
	新都心ビジネス交流 プラザ4階会議室 Saitama Shintoshin Business Plaza 4F Meeting Room	埼玉県、ラオス大使館、埼玉県経営者協会、 埼玉りそな銀行 Saitama Prefecture, Lao Embassy, Saitama Employer's Association, Saitama Resona Bank	92
	リビエラ東京 Riviera Tokyo	日本商工会議所、東京商工会議所、 日本レーシア経済協議会 JCCI, Tokyo CCI	-
	DTI オフィス DTI Office	駐日フィリピン共和国大使館 Embassy of the Republic of the Philippines in Tokyo	-
	大手町サンスカイルーム Otemachi Sun Sky room	ビンズン省人民委員会 The People's Committee of Binh Duong Province	-
	在日本インドネシア 共和国大使館 Indonesia Embassy in Tokyo	インドネシア共和国投資調整庁(日本事務所)、在 日本インドネシア共和国大使館 Kementarian Perindustrian, Indonesia Investment Coordinating Board (BKPM) and Indonesia Embassy in Tokyo	-
	経団連会館経団連ホール Keidanren Hall	ダナン市人民委員会 The People's Committee of Da Nang city	-
	淀屋橋サンスカイルーム Yodoyabashi Sun Sky room	ビンズン省人民委員会 The People's Committee of Binh Duong Province	-
	TKPガーデンシティ品川 TKP Garden City Shinagawa	中小企業基盤整備機構 The Organization for Small & Medium Enterprises and Regional Innovation, JAPAN	-
	帝国ホテル東京 Imperial Hotel, Tokyo	インドネシア投資調整庁、 PT. AKR Corporindo、 インドネシア東ジャワ州とスラバヤ(JIIPE) Indonesia Investment Coordinating Board (BKPM), PT. AKR Corporindo, and Java Integrated Industrial and Ports Estate (JIIPE)	-
	シャングリラホテル クアラルンプール Shangri La Hotel, Kuala Lumpur	日本マレーシア経済協議会 JAMECA	-
	アセアンホール ASEAN Hall	ビンフック省人民委員会 The People's Committee of Binh Phuoc Province	-
	福岡 Fukuoka	ビンズン省人民委員会 The People's Committee of Binh Duong Province	-
TOTAL NO. OF PARTICIPANTS: 2,623			

## 貿易投資部職員による講演 Lecture by AJC staff, etc.

セミナー Seminar	日程 Date	場所 Place	
ASEAN経済概要 Economic Development of ASEAN	6月15日 June 15	東京ビッグ サイト Tokyo Big Site	
国士舘大学経営学部 「ASEAN学」入門講座 Lectures: Introduction of ASEAN Study Kokushikan University	Spring Semester, 2017 15 lectures 2017年 春学期講義 (15回)	国士舘大学 経営学部 Kokushikan Univ.	
ASEAN経済概要 ASEAN Economy by ASEAN Information Map	11月2日 Nov. 20	広島 Hiroshima	
ASEAN経済概要 ASEAN Economy by ASEAN Information Map	12月20日 Dec. 20	群馬 Gunma	
ASEAN経済概要 ASEAN Economy by ASEAN Information Map	1月29日 Jan. 29	東京 Tokyo	
ASEAN経済概要 ASEAN Economy by ASEAN Information Map	2月20日 Feb. 20	横浜 Yokohama	
ASEAN経済概要 ASEAN Economy by ASEAN Information Map	3月13日 Mar. 13	静岡 Shizuoka	
TOTAL: 7 SEMINARS AND 15 LECTURE SERIES			

	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貿易投資部投資担当部長代理 中西宏太 Mr. Hirota Nakanishi, Assistant Director (Investment), Trade-Investment Div. ASEAN-Japan Centre	日本食品機械工業会 The Japan Food Machinery Manufacture's Association	18
	日本アセアンセンター貿易投資部 中西宏太 Mr. Hirota Nakanishi, Assistant Director (Investment), Trade-Investment Div. ASEAN-Japan Centre	国土舘大学経営学部・日本アセアンセンター寄附講座 ASEAN-Japan Centre's donated leture series to Kokushikan Univ.	73
	日本アセアンセンター貿易投資部 中西宏太 Mr. Hirota Nakanishi, Assistant Director (Investment), Trade-Investment Div. ASEAN-Japan Centre	広島経済同友会 Hiroshima Keizai Doyukai	80
	日本アセアンセンター貿易投資部 中西宏太 Mr. Hirota Nakanishi, Assistant Director (Investment), Trade-Investment Div. ASEAN-Japan Centre	群馬銀行 Gunma Bank	18
	日本アセアンセンター貿易投資部 中西宏太 Mr. Hirota Nakanishi, Assistant Director (Investment), Trade-Investment Div. ASEAN-Japan Centre	カメラ映像機器工業会 Camera & Imaging Product Association (CIPA)	16
	日本アセアンセンター貿易投資部 中西宏太 Mr. Hirota Nakanishi, Assistant Director (Investment), Trade-Investment Div. ASEAN-Japan Centre	神奈川産業振興センター Kanagawa Industry Promotion Center (KIP)	28
	日本アセアンセンター貿易投資部 中西宏太 Mr. Hirota Nakanishi, Assistant Director (Investment), Trade-Investment Div. ASEAN-Japan Centre	静岡市 Shizuoka City	36
	<b>TOTAL NO. OF PARTICIPANTS: 269</b>		



## 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	
スリン前ASEAN事務総長を迎えて Symposium on the 50th Anniversary of ASEAN with H.E. Dr. Surin Pitsuwan, Former Secretary-General of ASEAN	5月19日 May 19	
ASEAN研究会(第10回) 「ASEANに対する支援と期待」 10 <sup>th</sup> ASEAN Study Group (Japan's assistance to ASEAN and involvement)	5月19日 May 19	
ASEAN研究会(第11回) 「ASEAN企業と在ASEAN日系企業」 11 <sup>th</sup> ASEAN Study Group (ASEAN and Japanese enterprise in ASEAN)	7月14日 July 14	
ASEAN設立50周年記念シンポジウム(I) ～ASEAN50年の挑戦と課題:ASEAN共同体と経済統合～ ASEAN 50 <sup>th</sup> Anniversary Symposium (I) Reviews on ASEAN's 50 years Path to the ASEAN Community	8月8日 Aug. 8	
ASEAN設立50周年記念シンポジウム(II) ～ASEAN経済統合の50年:政治経済統合を中心に :魅力と課題～ ASEAN 50 <sup>th</sup> Anniversary Symposium (II) ～A Half Century of ASEAN Economic Integration～	9月13日 Sep. 13	
ASEAN研究会(第12回) 「ASEANでの付加価値貿易とサービス貿易」 12 <sup>th</sup> ASEAN Study Group (Value Chain and Service Trade in ASEAN)	11月6日 Nov. 16	
ASEAN設立50周年記念シンポジウム(III)《関西》 ASEAN 50 <sup>th</sup> Anniversary Symposium(III)～In Kansai～	11月14日 Nov. 14	
ASEAN研究会(第13回) 「2017年のASEANを総括」 13 <sup>th</sup> ASEAN Study Group (Review ASEAN Development in 2017)	12月15日 Dec. 15	
ASEAN設立50周年記念シンポジウム(IV) ～ASEAN@50～ ASEAN 50 <sup>th</sup> Anniversary Symposium (IV) ～ASEAN@50～	3月1日 Mar. 1	
TOTAL: 9 EVENTS		

	主な講演者 Main Speaker	参加者数 No. of Participants	メディア Media Coverage
	前ASEAN事務総長 スリン・ピッスワン H.E. Dr. Surin Pitsuwan, Former Secretary-General of ASEAN	130	1
	経済産業省通商政策局アジア大洋州課長岩田泰 Mr. Yashushi Iwata, Director, Asia and Pacific Div., Trade Policy Bureau, METI, Japan	40	-
	KPMG FAS ディレクター(ディールアドバイザー、M&A)木村昌吾 Mr. Shogo Kimura, Director, KPMG FAS	40	-
	ASEAN委員会in東京(ACT)委員長 グエン・クオック・クオン閣下 青山学院大学 国際政治経済学部 教授 山影進 ERIA(ニアエコノミスト ディオニシウス ナルジョコ、他) H.E. Mr. Nguyen Quoc Cuong, Chair of ASEAN Committee in Tokyo (ACT) Professor Susumu Yamakage, Aoyama Gakuin University Dr. Dionisius A. Narjoko, Senior Economist, ERIA (Economic Research Institute for ASEAN and East Asia), etc	334	-
	大庭三枝(東京理科大学教授) 浦田秀次郎(早稲田大学大学院教授) 木村福成(慶應義塾大学教授) 藤田正孝(日本アセアンセンター事務総長) Prof. Mie Oba, Tokyo Science Univ. Prof. Shujiro Urata, Waseda Univ. Prof. Fukunari Kimura, Keio Univ. Mr. Masataka Fujita, SG of ASEAN-Japan Centre	234	-
	日本アセアンセンター事務総長 藤田正孝 Mr. Masataka Fujita, SG of ASEAN-Japan Centre	35	-
	清水一史(九州大学大学院教授) 藤田正孝(日本アセアンセンター事務総長) Prof. Kazushi Shimizu, Kyushu Univ. Mr. Masataka Fujita, SG of ASEAN-Japan Centre	85	-
	経済産業省通商政策局通商交渉官 篠田邦彦 Mr. Kunihiko Shinoda, Deputy Director General, Trade Policy Bureau,, Ministry of Economy, Trade and Industry, Japan	55	-
	H.E. Toshihiro Nikai, Secretary-General, Liberal Democratic Party, Japan Amb. Delia Domingo-Albert, Former Secretary of Foreign Affairs, the Republic of the Philippines 自由民主党 幹事長 二階俊博 元フィリピン外務大臣デリア・ドミンゴ・アルバート	233	-
	<b>TOTAL PARTICIPANTS: 1,186</b>		

## Annex D

### Supporting Events for FY2017

No.	Name of the Event	Date	Place	Organizer
1	BJT: Business Japanese Proficiency Test	Jan. 1, 2017 - March 31, 2018	ASEAN and Japan	Japan Kanji Aptitude Testing Foundation
2	Good Design Award 2017	Jan. - Dec. 2017	Tokyo	Japan Institute of Design Promotion
3	JDFA Football Clinic in Thailand	Apr. 1	Thailand	Japan Dream Football Association
4	ASEAN-Japan Open Innovation Forum	Apr. 7, 2017	Tokyo	JETRO
5	Thailand-Japan Business Meeting	Apr. 20, 2017	Tokyo	BOI-Build
6	Market Sounding of PPP Infrastructure Projects in Indonesia	Apr. 27, 2017	Tokyo	Indonesia Investment Promotion Centre Tokyo
7	The 8th Thai-Carving Contest	May 1, 2017	Osaka	Thai Carving Association in Japan
8	IT/BPO Seminar and Business Matching Event	May 9, 2017	Tokyo	Embassy of the Philippines, Tokyo
9	Screening event of the Japan-Myanmar joint production film "Passage of Life"	May, 2017 - Dec., 2018	Japan	Japan-Myanmar Media Culture Association
10	Japan-Vietnam Business Meeting	May 11, 2017	Tokyo	Japan Chamber of Commerce and Industry
11	Bonds of Ocean Asia Festa 2017 in Kasai May	May 13-21, 2017	Chiba	Bonds of Ocean Asia
12	Cruise Style 2017	May 27-28, 2017	Tokyo	Cruise Style Executive Committee
13	Laos Festival 2017	May 27-28, 2017	Tokyo	Sakura International High school
14	5 <sup>th</sup> Seminar on Muslim Tourism in Japan	May 30, 2017	Tokyo	Japan Chamber of Commerce and Industry
15	Investment Seminar by Long An Province	Jun. 1, 2017	Kanagawa	People's Committee of Long An Province, Socialist Republic of Vietnam
16	The 13 <sup>th</sup> Fukuoka International Gift Show 2017 & The 6 <sup>th</sup> Fukuoka International Beauty Show 2017	Jun. 1-3, 2017	Fukuoka	Business Guide-sha, Inc.
17	Bonds of Ocean Asia Festa 2017 in Ueno Summer	Jun. 3-11, 2017	Tokyo	Bonds of Ocean Asia
18	Thailand Investment Seminar	Jun. 7, 2017	Tokyo	Thailand Board of Investment
19	Vietnam Festival	Jun. 10-11, 2017	Tokyo	Vietnam Festival Executive Committee
20	Security Issues in ASEAN (Jun. 12, 2017)	Jun. 12, 2017	Tokyo	Japan-Indonesia Association
21	Business Manner Seminar for Vietnamese Youth in Japan	Jun. 17, 2017	Tokyo	Japan Association for Promotion of Internationalization
22	Lao P.D.R. Expo 2017	Jun. 17-18, 2017	Tokyo	Japan-Laos Creative Partners

No.	Name of the Event	Date	Place	Organizer
23	Muslim Tourist Seminar	Jun. 22, 2017	Kanagawa	Kawasaki Chamber of Commerce and Industry
24	ASEAN Business Seminar	Jul. 7, 2017	Kanagawa	Yokohama Chamber of Commerce and Industry
25	Cambodia Student Association in Japan Charity Event	Jul. 9, 2017	Tokyo	Cambodia Student Association in Japan
26	ASEAN Conference 2017	Jul. 13, 2017	Tokyo	Toyo Keizai Inc.
27	ASEAN Academic Forum	Jul. 16, 2017	Tokyo	AYNJ
28	JDFA Football Clinic in Thailand	Jul. 16, 2017	Thailand	Japan Dream Football Association
29	Japan's ODA to Indonesia	Jul. 20, 2017	Tokyo	Japan-Indonesia Association
30	Oita-ASEAN Exchange Promotion Symposium	Jul. 20, 2017	Oita	Oita-ASEAN Exchange Promotion Committee
31	The 14 <sup>th</sup> Saitama Asia Forum	Jul. 20, 2017	Saitama	Saitama Prefecture
32	Snadai Khmer Painting and Photo Exhibition	Jul. 21-24, 2017	Tokyo	Cambodia Local NGO Snadai Khmer
33	Bonds of Ocean Asia Fest 2017 in Kasai Summer	Jul. 22-30, 2017	Tokyo	Bonds of Ocean Asia
34	Global Link Singapore 2017	Jul. 22-23, 2017	Singapore	Executive Committee of the 4 <sup>th</sup> Global Link Singapore 2017
35	Muslim Tourism Seminar	Jul. 25, 2017	Tokyo	Japan Chamber of Commerce and Industry
36	Seminar "Philippines": Investment Opportunity in Semiconductor and Electronics Industry	Jul. 28, 2017	Tokyo	Embassy of the Philippines, Tokyo
37	The 16 <sup>th</sup> Saitama Water Splashing Festival & World Festa	Jul. 29-31, 2017	Saitama	Saitama Arena Co., Ltd.
38	Thailand Digital Contents Business Meeting	Aug. 3, 2017	Tokyo	Royal Thai Embassy
39	Cambodia Seminar	Aug. 8, 2017	Tokyo	JETRO
40	Japan Asia Promotion Foundation Internship Program (Summer 2017): Vietnam & Cambodia	Aug. 20-31, 2017	Vietnam & Cambodia	Japan Asia Promotion Foundation
41	International Organic EXPO 2017 together with BIOFACH Japan	Aug. 24-26, 2017	Kanagawa	International Organic Export Executive Committee
42	International Red-White Singing Festival 2017	Aug. 27, 2017	Philippines	International Red-White Singing Festival Executive Committee
43	The 84 <sup>th</sup> Tokyo International Gift Show	Aug. 30 - Sep. 6, 2017	Tokyo	Business Guide-sha, Inc.
44	Japan Asia Promotion Foundation Internship Program (Summer 2017): Cambodia	Sep. 3-10, 2017	Cambodia	Japan Asia Promotion Foundation

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No.	Name of the Event	Date	Place	Organizer
45	Investment Seminars by Binh Duong Province Vietnam	Sep. 11, 2017	Tokyo	Bihn Duong Zones Authority
46	Philippines Design Exhibition (Good Design Marunouchi)	Sep. 11-24, 2017	Tokyo	Embassy of the Philippines, Tokyo
47	Investment Promotion of Indonesian Industrial Estates	Sep. 13, 2017	Tokyo	Embassy of Indonesia, Tokyo
48	Da Nang City Investment Seminar	Sep. 14, 2017	Tokyo	Danang Investment Promotion Agency
49	Investment Seminars by Binh Duong Province Vietnam	Sep. 15, 2017	Osaka	Bihn Duong Zones Authority
50	Vietnam Festa in Kanagawa 2017	Sep. 15-17, 2017	Kanagawa	Vietnam Festival Executive Committee
51	Japan-Vietnam Trade Cooperation Seminar and Business Matching	Sep. 20, 2017	Tokyo	Vietrade
52	The 58 <sup>th</sup> Osaka International Gift Show Autumn 2017	Sep. 21-22, 2017	Osaka	Business Guide Co., Ltd.
53	Da Nang City Investment Forum 2017	Sep. 29 - Oct. 1, 2017	Vietnam	Danang Investment Promotion Agency
54	Bonds of Ocean Asia Festa 2017 in Kasai Autumns	Sep. 30 - Oct. 9, 2017	Tokyo	Bonds of Ocean Asia
55	Fist Essay on South-East Asia contest for High School Students	Oct., 2017	Tokyo	Sano Educational Foundation
56	Sakai-ASEAN Week 2017	Oct. 2-15, 2017	Osaka	Sakai-ASEAN Week Executive Committee
57	Asian Women Social Entrepreneur Network	Oct. 3, 2017 - March 2018	Japan and Asian Countries	Asian Women Social Entrepreneurs Network
58	Seminar and Business Matching with CEOs of SMEs from Indonesia	Oct. 3-4, 2017	Tokyo	SME Support, Japan
59	International Red-White Singing Festival 2017	Oct. 9, 2017	Tokyo	International Red-White Singing Festival Executive Committee
60	The 122 <sup>th</sup> Transportation Policy Colloquium	Oct. 12, 2017	Tokyo	Japan Transport Research Institute
61	Business Meetings on Food-related Products	Oct. 17, 2017	Tokyo	Embassy of the Philippines, Tokyo
62	Japan-Philippines Business Investment Forum	Oct. 17, 2017	Tokyo	Nikkei Business Publications Inc.
63	Davao Trade and Tourism Roadshow	Oct. 19, 2017	Tokyo	Embassy of the Philippines, Tokyo
64	Investment Seminar by Long An Province	Oct. 20, 2017	Tokyo	People's Committee of Long An Province, Socialist Republic of Vietnam
65	Indonesian Exhibition - Environment & Eco Tourism	Oct. 21-25, 2017	Tokyo	Embassy of Indonesia, Tokyo
66	Sustainable Education Summit 2017	Oct. 23, 2017	Tokyo	Japan Association for Promotion of Internationalization
67	Food Japan 2017	Oct. 26-18, 2017	Singapore	Food Japan Executive Committee
68	Toyama Prefecture Trade Exhibition	Oct. 26-28, 2017	Toyama	Organizing Committee of Toyama Prefecture Trade Exhibition

No.	Name of the Event	Date	Place	Organizer
69	Business Gathering on Promoting East Java Province and Java Integrated Industrial and Ports Estate	Nov. 6, 2017	Tokyo	BKPM / Embassy of Indonesia, Tokyo
70	Conference on IT Utilization to Strengthen Economic and Social Infrastructure	Nov. 6, 2017	Tokyo	Center of the International Cooperation for Computerization
71	Current Status on Japanese Investment in Indonesia	Nov. 13, 2017	Tokyo	Japan-Indonesia Association
72	Japan-Thailand Economic Cooperation Seminar	Nov. 13, 2017	Tokyo	Japan-Thailand Economic Cooperation Society
73	JICA Asia Investment Seminar 2017	Nov. 14, 2017	Tokyo	JICA
74	International Cooperation & Social Business Asia Conference 2017	Nov. 18, 2017	Tokyo	Uniquease Corporation
75	Vietnamese Youth and Student Association in Japan Exchange Event 2017	Nov. 18, 2017	Tokyo	Vietnamese Youth and Student Association in Japan
76	JDFA Football Clinic in Thailand	Nov. 18, 2017	Thailand	Japan Dream Football Association
77	Job Fair: Companies in Kanagawa Prefecture x Students from Asian Countries	Nov. 21, 2017	Kanagawa	Kanagawa Prefecture
78	Participation in the Halal Expo Japan by Philippine Enterprises	Nov. 21-23, 2017	Tokyo	Embassy of the Philippines, Tokyo
79	The 35 <sup>th</sup> AJMECA-MAJECA Joint Conference Programme	Nov. 23, 2017	Malaysia	Japan-Malaysia Economic Association(MAJECA)
80	Visit to Malaysia Digital Economy Cooperation (MDEC)	Nov. 24, 2017	Malaysia	Japan-Malaysia Economic Association(MAJECA)
81	The 3 <sup>rd</sup> Myanmar Human Resource Development Symposium	Nov. 27, 2017	Tokyo	Japan-Mekong Business Cooperation committee
82	Seminar and Business Matching with CEOs of SMEs from Myanmar	Nov. 29, 2017	Tokyo	SME Support, Japan
83	Seminar and Business Matching with CEOs of SMEs from Myanmar	Dec. 1, 2017	Osaka	SME Support, Japan
84	ASEAN Festival	Dec. 17, 2017	Tokyo	ASJA International
85	Investment Seminar by Binh Phuoc Province	Dec. 19, 2017	Tokyo	Binh Phuoc People's Committee, Socialist Republic of Vietnam
86	Investment Seminar by Binh Phuoc Province	Dec. 21, 2017	Osaka	Binh Phuoc People's Committee, Socialist Republic of Vietnam
87	Terrorist Activities by Islamic Militants in the ASEAN Region - Update Information	Jan. 23, 2018	Tokyo	Japan-Indonesia Association
88	The 85 <sup>th</sup> International Gift Show Spring 2018: Life x Design	Jan. 31 - Feb. 3, 2018	Tokyo	Business Guide-Sha, Inc.
89	Kawasaki International Eco-Tech Fair 2018	Feb. 1-2, 2018	Kanagawa	Kawasaki International Eco-Tech Fair Organization Committee
90	Inspection Tour to Malaysia and Indonesia	Feb. 3-10, 2018	Malaysia & Indonesia	Hiroshima ASEAN Association
91	The 8 <sup>th</sup> International Gift Show Spring 2018	Feb. 7-9, 2018	Tokyo	Business Guide-Sha, Inc.
92	Thailand Seminar	Feb. 9, 2018	Fukuoka	Office of Economic and Investment Affairs, Royal Thai Embassy

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No.	Name of the Event	Date	Place	Organizer
93	The South China Sea issues and ASEAN/Japan	Feb. 21, 2018	Tokyo	Japan-Indonesia Association
94	The 59 <sup>th</sup> Osaka International Gift Show, Spring 2018	Mar. 14-15, 2018	Osaka	Business Guide-Sha, Inc.
95	ASEAN Medical Equipment: Business Meeting with CEOs & Seminar	Mar. 15-16, 2018	Tokyo	Organization for Small & Medium Enterprises and Regional Innovation
96	Investment Seminar by Binh Duong Province, Vietnam	Mar. 16, 2018	Fukuoka	Binh Duong Industry Zones Authority
97	Bonds of Ocean Asia Festa 2018	Mar. 17-25, 2018	Tokyo	Bonds of Ocean Asia
98	Idea Sharing among Cambodia Student Association in Japan Members and Guests	Mar. 17, 2018	Tokyo	Cambodia Student Association in Japan
99	JDFA Football Clinic in Thailand	Mar. 17, 2018	Thailand	Japan Dream Football Association
100	Vietnamese Youth and Student Association in Japan Exchange Event 2017	Mar. 18, 2018	Tokyo	Vietnamese Youth and Student Association in Japan
101	U-15 ASEAN Dream Football Tournament 2018	Mar. 19-25, 2018	Thailand	U-15 ASEAN Dream Football Tournament 2018
102	Case Examples of Legal Problems in Indonesia	Mar. 20, 2018	Tokyo	Japan-Indonesia Association
103	Puppet Plays in Asia and Physical Expression 9: Performance and Lecture - Contemporary Laos Puppet Plays	Mar. 24, 2018	Tokyo	Foundation Modern Puppet Center



